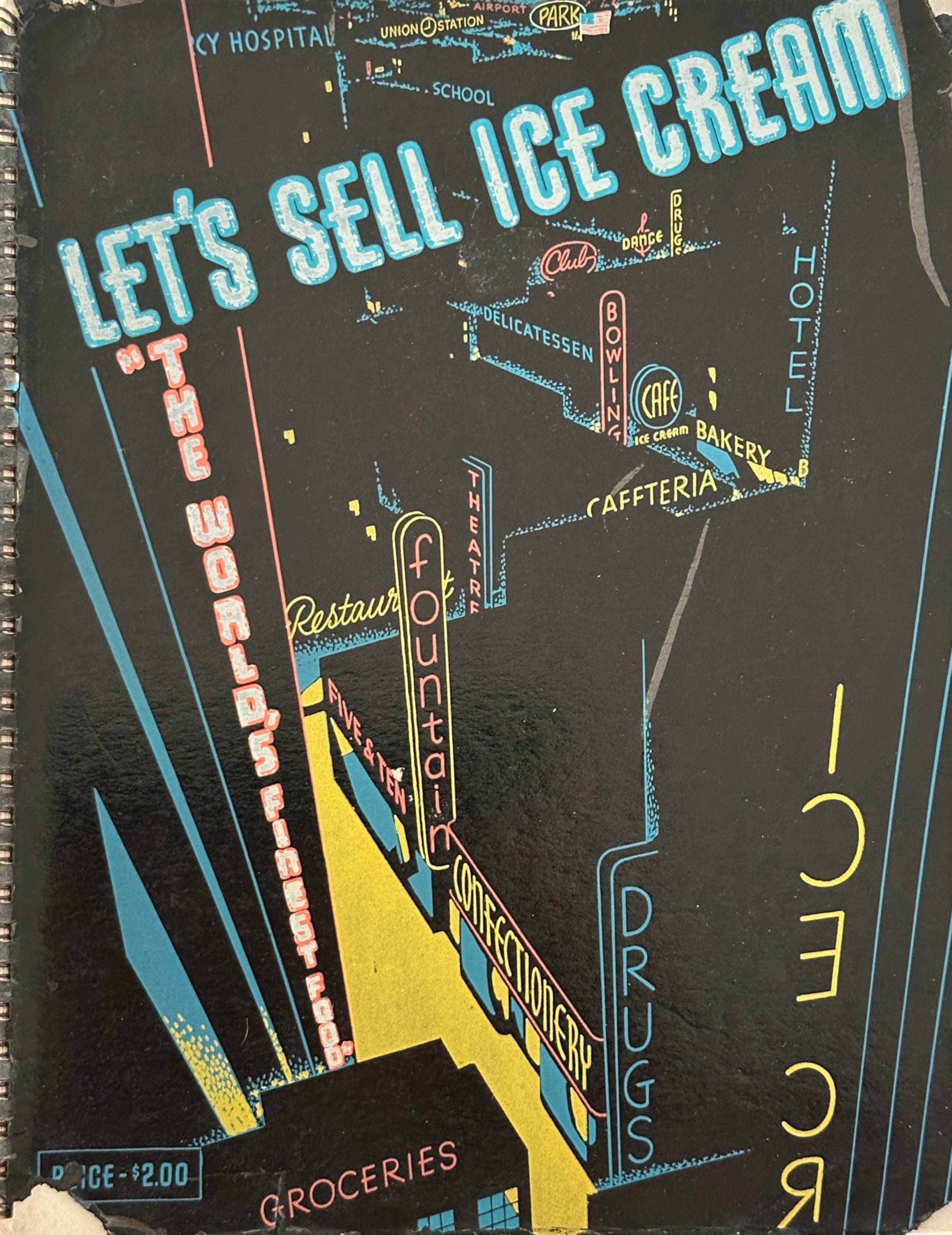
LET'S SELL ICE CREAM
"THE WORLD'S FINEST FOOD"
CY HOSPITAL
AIRPORT
UNION STATION
PARK
SCHOOL
DANCE
DRUG
Club
DELICATESSEN
BOWLING
CAFE
ICE CREAM
BAKERY
HOTEL
CAFFTERIA
Restaurant
fountain
THEATRE
CONFECTIONERY
DRUGS
GROCERIES
PRICE - $2.00

LET'S SELL ICE CREAM

"THE WORLD'S FINEST FOOD"

Published at the Laboratory of the

ICE CREAM MERCHANDISING INSTITUTE, Inc.

Affiliated with the International Association of Ice Cream Manufacturers

WASHINGTON, D. C.

George W. Hennerich

Managing Director

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FOREWORD

WE LIVE so much of our lives in the past, which we *think* was *better*, or in the future which we *hope will be better*—that we completely overlook the present, which we can easily *make better*.

"LET'S SELL ICE CREAM" is built for that present—that *better present*, possible for us all through proper merchandising of Ice Cream.

Merchandising includes the knowledge of Quality, Cleanliness, Good Equipment, Correct Dishes, Service, Speed, Courtesy, as well as knowledge of the product itself.

So in the pages following, you will find these fundamental factors explained in simple understandable terms—illustrated and charted where need be.

"LET'S SELL ICE CREAM" is designed to help both wholesaler and retailer plan, build and specialize in the business of presenting Ice Cream and food items which the consumer will order, enjoy and rebuy.

INDEX

Artificial Ice Cream Displays 22
Attractive Menus 98
Backbars 18-19
Can Ice Cream Dept. Be Developed 10-11
Capitalize Backbars and Windows 18-19
Carbonation 40-41
Chocolate, the Leader 61
Cleanliness 28-30
Correct Dipping 36-37
Costs
  Fruits 107
  Syrups 107
  Soda Fountain Control 109-111
  Topping and Garnish 107
Customers State of Mind 16
Definitions 27
Dipping Chart 37
Doilies 31
Efficiency Rating Chart 39
Equipment Maintenance 38
Every Home An Outlet 94
Frappes 59
Fruits, Syrups and Toppings 60-61
Futures in the Customer Market 17
Give A Dipper Party 93
Help Yourself Tray 81
Hostess Suggestions 95
Ice Cream Bowl 86
Ice Cream In the Home 95
Ice Cream Mixed Drinks 50-59
  Chocolate Malted 57
  Flavors, Other 57-59
  Egg Drinks 58
  Making 50-52-56
Ice Cream Sodas 44-49
  It's in the Hit Parade 49
  Other Flavors 46-49
  Perennial Best Seller 46
I Hear You Calling But Do You 90-91
Include Ice Cream in the Menu 101
Know Your Costs 106
Lemonades 82
Life Comes to the Store that Merchandises 5-6-7
Limeades 82
Luncheonette 96-105
  Combinations 97-99-100-103
  Menus 98-101-102
  Sandwiches 104-105
Merchandising Calendar 23
Name and Price the Selective Meal 102
Orangeades 82
Parade of Ice Cream 42-43
Potentials Through Planned Merchandising 8-9
Prize Winning Donut Dishes 99
Plug the Leaks 108
Service 32-33
Sell More Carry Out Ice Cream 92
Show Window, The 20-21
Special Ice Cream Services 83-89
  Banana Splits 85-86-87
  Parfaits 84-85
Sports, Civic Events, Motion Pictures 14-15
Spotlight Your Ice Cream Regulars 79
Sundaes 62-80
  Chocolate 64
  Co-Ed Special 65
  For the Whole Family 74-75
  Other Flavors 66-80
Summer Is Over, So What 12-13
Taste, Affected by Eye Appeal 31
Trained Personnel, the Other Side of the Profit Picture 24-26
Watch What You Say 34-35

TESTED
I.C.M.I.
FORMULA

In the interests of better Ice Cream merchandising, the Ice Cream Merchandising Institute maintains in Washington, D. C., a completely equipped soda fountain and testing laboratory.

Due to the existence of cordial and cooperative inter-industry relations, many services and supplies now being marketed are tested. Ideas for new equipment and materials are also suggested to manufacturers and developed by them in accordance with the Institute's specifications.

Formulae, toppings, combinations, services, etc., are developed and tested under conditions approximating those of the retail store.

Ideas and suggestions from the field are incorporated into formula accurate for use in the store Ice Cream department.

After these formulae have been checked for ingredient proportions, they are in many instances tried out in the field for consumer reaction.

Upon completion of these tests, the Ice Cream Merchandising Institute releases these formulae—bearing the stamp of approval of the Institute.

LIFE

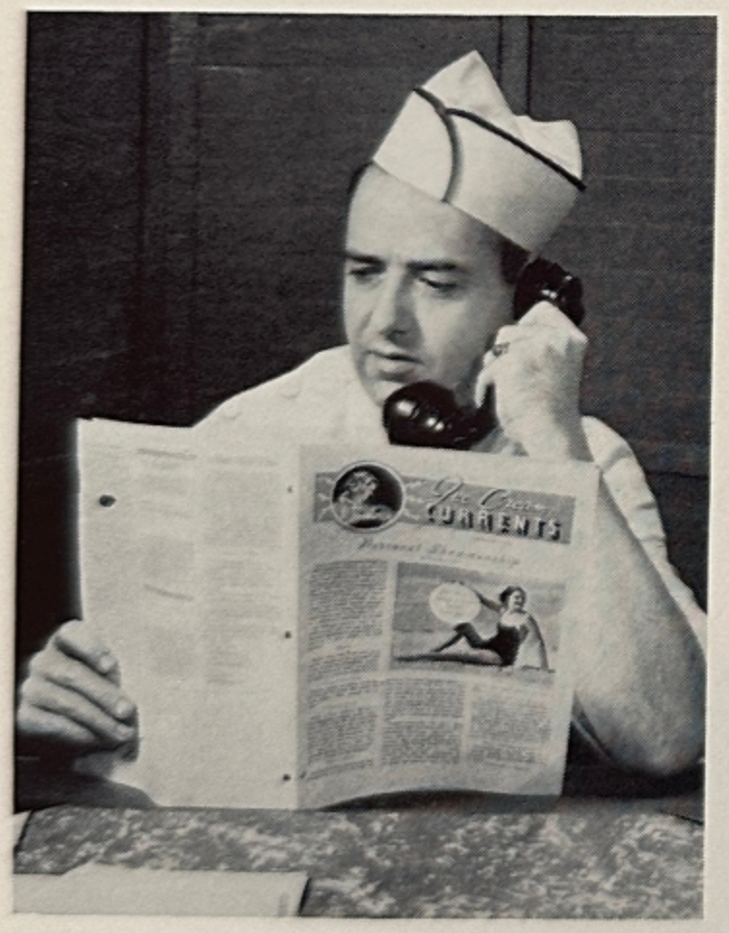
Comes to the Store that Merchandises

Today, America's retailers are the most alert and aggressive in all the world. The door-to-door salesman, the side street shop or the corner department store . . . all create profits with planned Merchandising.

Leading the list of the merchandising-minded are the retail Ice Cream dealers — ably supported by their wholesale Ice Cream manufacturers.

Let's look in on a typical store promotion and see how it follows through on a plan to merchandise an Ice Cream special. Check each point as a sound method of presenting an Ice Cream "Special" to the buying public.

1. **Lunch hour; 1941 style.** Seated at the fountain, booths and tables . . . this scene is reproduced daily in every city. The two empty stools are a common problem, too . . . but just as important, is the necessity of making each customer a profitable patron.



2. **Ideas come easy** to the fountain manager who regularly reads each issue of *Ice Cream Currents* sent monthly by his Ice Cream manufacturer. Here on page three he senses a real merchandising plan for promoting Hot Fudge Pecan Sundaes. An S.O.S. ("Special on Sundae") phone call to his manufacturer brings the representative.

3. **Armed with ideas,** the salesman-representative arrives equipped with merchandising kit and suggestions for dressing up windows and back-bar; shows the manager appropriate hangers and strips. The representative stresses the importance of displaying the special Hot Fudge Pecan Sundae constantly. Then every person entering the store—no matter what may be his first purpose is made conscious of the Hot Fudge Sundae. The sale of these sundaes is important and the force of an arresting window should be backed up by strategically placed reminders inside the store.

4. **Invitation to buy** is neatly, but prominently posted on the exterior windows. This is the first "lead" in getting the potential customers thinking about the special. A curb sign, too is always effective, where possible to use.

5. **A glamorous setting** features the sundae special. With the use of dummy sundaes, and by references to display ideas in this book the store has created a compelling selling window.

6. **Backing up the promotion** on the back bar. All other streamers are removed from the mirror and full prominence is given to the featured sundae. On the back bar itself, in display space available, there should be a parade of artificial sundaes, plus a feature of each of the ingredients used in the recipe. Note here how paper doilies make an attractice border frame.

7. **The team in a huddle.** Before the store opens the manager outlines the promotion to the service force.

8. **Each employee is an advertisement.** Showmanship is added with a lapel card to tie-in with the special.

9. **A double tie-up** is created with the lapel card and the menu tab, plus the fact that the waitress calls attention to the special. Many stores, if in line with their policies, offer an incentive to the employee who exceeds a given quota. Don't overlook any opportunity to make a sale—particularly an EXTRA sale!

10. **Correct service** is the crowning touch to a delicious, appetizing sundae. Note how these young ladies (and more and more are eating Ice Cream) are being properly served from the right, with the sundae dish on a serving plate with doily and a cookie. Also, table doily, spoon and glass of cold water are already in place.

11. **Attentive service** such as here makes friends out of customers. Refilling water glasses without being asked brings smiles of satisfaction. Yes, the customers here are the "paymasters" of this waitress. It is up to her to render every possible attention in an attempt to improve the service and to give greater satisfaction to the customer.

12. **The proof is the profit!** Every step shown here can be duplicated in practically every store. No, your business isn't "different"—this planned merchandising procedure is created for Sales. It will work in any sized store. Does merchandising pay? This dealer says it does! And so will you if you follow the example!

POTENTIALS

MERCHA

definition— "potential"—"capacity or possibility"

IT IS THROUGH your capacity, and the acceptance of the opportunity afforded by possibilities, that the potentials in Ice Cream and your Ice Cream department may be realized.

The usual "monkey wrench" in the machinery of capitalizing on consumer preference for Ice Cream to the limit of potentials, is the *fact* that your merchandising approach is sketchy—hasn't been planned to present a coordinated appeal —lacks the *punch* that synchronizes the "telling message" with the "selling message" at consumer contact point—the retail dealer's store.

Today, all of us must take time out to plan a merchandising program. Every member of your organization must know the time he is to play—and "swing it—in the groove" for customer satisfaction, attraction and purchase.

Your merchandising campaign may set everyone talking. Unless it is sales compelling, it is off key. The number of coins that flow into cash registers, is the No. 1 tune on your "hit parade" —the one and only result by which you'll want to measure.

Keep It Simple

A lot of people are involved in the carrying out of any merchandising plan —so don't make it too tough.

"Eventually, why not now"—"They satisfy"—"The Skin You Love to Touch" —"Miles of Smiles"—are all simple enough slogans—just a plain statement —but they've sold millions of dollars worth of the goods they are promoting.

We're all a bunch of headline readers —so keep your advertising copy punchy for that "flash" which sells while it tells in a short terse descriptive phrase.

Back up your merchandising message at the point of sale with display, active promotion and suggestive selling.

To Sell—Be "Sold"

At Marshall Field's lunchrooms—noted for fine food and for the large crowds served, each day waitresses are "sampled" with the day's specials—then told how they are made—and instructed in the selling phrases to use. Merchandising is planned to meet the day's program —and it is continuous—every day—no detail is neglected which might influence the choice of that day's customer purchases.

Program for Success

Menu accented—sales force intelligently promoting a distinctive food item, planned in advance for customer attraction—this is a program for success. It is effort coordinated—to develop the potentials in the customer market for the food "specialed" for that particular period.

Exactly the same plan can be easily followed at the soda fountain or in the Ice Cream department of the store.

Plans to feature a special Ice Cream item should include: fountain and window decoration by artificial displays and by window and mirror strips; a supply of the correct glassware or fountain service for presenting the feature in an attractive eye-appealing "picture"; "rehearsal" of the persons who will be actually making the item, so that every one is uniform as to appearance and blend of ingredients; "appeteasing" the serving force with actual sampling the Ice Cream combination, while its particularly appealing features are stressed; instruction of sales force in friendly suggestive selling all the time—based on their own knowledge and enjoyment of the Ice Cream dish—not "high pressure" but genuine and sincere belief that they are offering a product which the customer will enjoy.

An Example of Planned Merchandising

The circus, for decades and even now one of the greatest merchandisers of amusement, is perhaps an outstanding example of "planned" merchandising.

THROUGH PLANNED MERCHANDISING

Dozens and dozens of acts, features, comic interludes, make up the continuous round of activity with which the onlooker is overpowered during the two to three hours of a performance. Behind this seeming hodge-podge of unrelated display is an intricate pattern, an accurate timing—a planned sequence—each part of the performance is gauged to "hit the customer" in correct relation to its importance. Potentials in customer interest are developed by planned merchandising of the acts.

Ice Cream is a friendly food—"The World's Finest Food"—nearly everybody eats it and likes it.

"Why do *you* buy Ice Cream?"—"Because I like it"—was the predominating answer of several hundred homemakers in a recent consumer survey.

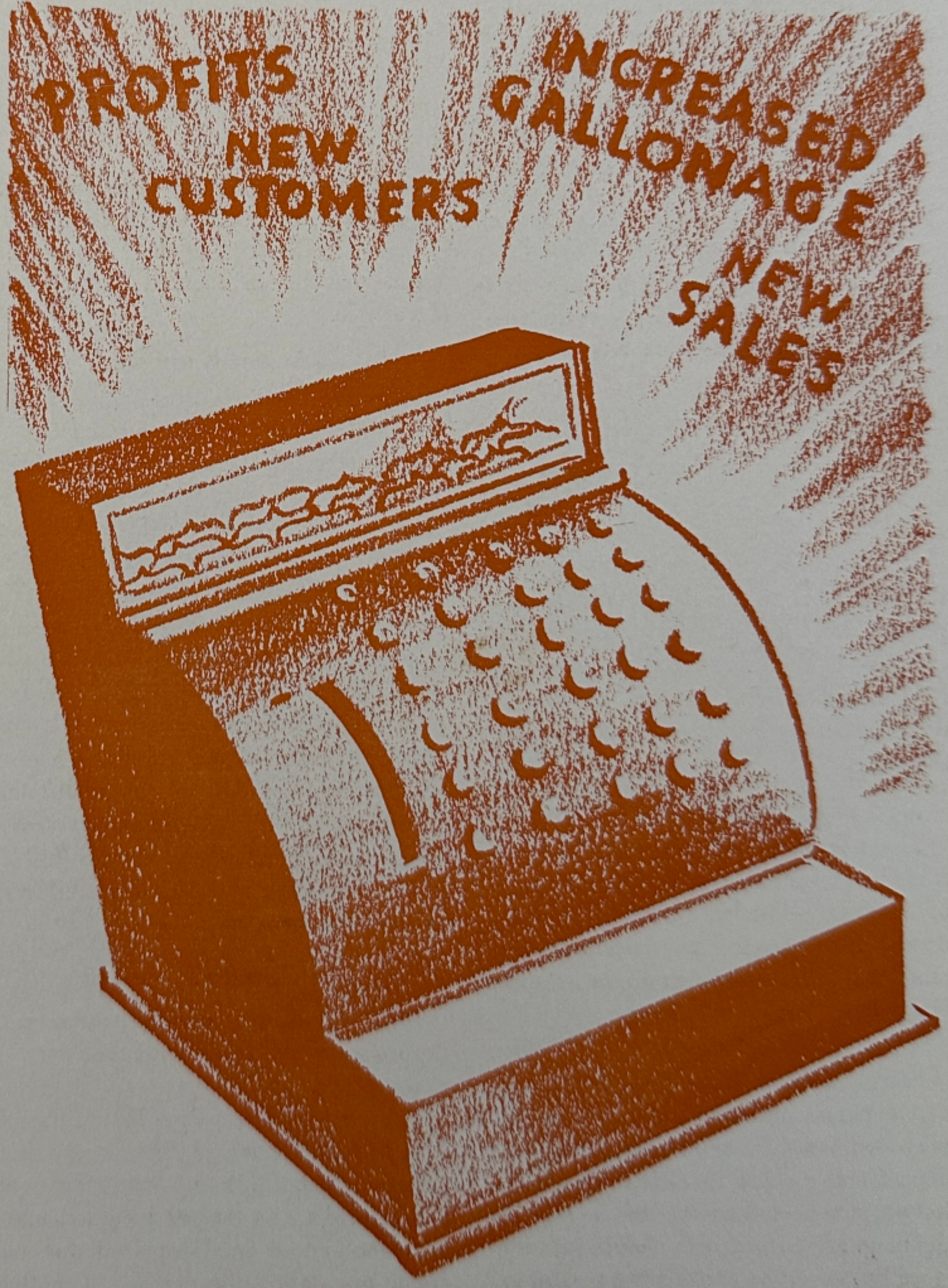
Ice Cream Potentials

Sale of Ice Cream isn't restricted to anyone age, sex, or class. It is salable day or night—winter or summer.

Few foods are of so universal an appeal—few so flexible in use. Perhaps no other item of sale in the retail store lends itself to impulse purchasing as well as Ice Cream and products containing Ice Cream. This, provided that the plan of the stores' merchandising suggests constantly and effectively Ice Cream and its immediate availability.

Profit potentials of Ice Cream are high—if dispensed with consistent accuracy and adequately promoted through planned merchandising.

Bases for many concrete plans are pictured and charted for you in the pages of this volume of "Let's Sell Ice Cream." Potentials which will go far for you, if developed through planned merchandising.



CAN THE ICE CREAM DEPARTMENT BE DEVELOPED ?

WE'VE BEEN ASKED this question so many times by many dealers who sell only a small volume of ice cream—who "break even" or just a little better and who seem to be giving no signs of getting "better as the days go by"—

"Wash Out" or Asset?

Well, no one knows the absolute answer to this question. No one from the outside can say off hand whether a certain individual dealer is definitely an asset so far as his potentialities as an increasingly important seller of Ice Cream are concerned.

The Yardstick

But there are some common angles to every such situation that make possible a chart of checking. A yardstick, if you will, to measure possibilities and to set up a program which in most cases will bring the dealer to a ground for progress.

Have You Checked Essentials?

Let us assume that you have first checked those essentials to store successes which the Institute has so often emphasized.

Sidewalk Traffic

Store location has been analyzed and found favorable as to passing sidewalk traffic.

It is perhaps needless to repeat here that the store which has many people passing daily has an entering wedge into success—if that store makes the necessary merchandising moves to change those passersby into buyers passing into the store.

The Neighborhood

The neighborhood, also we will assume has been surveyed—type and kind of location—whether downtown, residence, factory, etc., to determine the amount of business which might be anticipated.

The "Plant"

Store facilities have been examined and departments arranged for best display—with soda fountain or ice cream department located well up in front for its proper prominence. "Ice cream is the magnet which brings people into the store" so deserves preferential treatment and should have the key position so far as entering customer traffic is concerned.

Let's assume that all these phases are good—have been checked and all are favorable.

It's Not Enough!

We have in mind a store situated just half a block off a main street of a city—main street for sidewalk traffic, that is. It's an eating place. We've seen a cafeteria—a lunchroom—a cafe with liquor service, a German restaurant, and now another cafeteria take possession of this space—start out new and fresh—but one after another "fold up" and vanish. First hand you'd say—"Not enough people pass by" and perhaps that's one reason but only three buildings nearer the "main street" is another lunchroom, below street level, a narrow room, simple equipment, that's *always full* at lunch and dinner *every day* and any day you go there.

The Human Equation

It's only a few seconds nearer—but it does serve and serve well, good food—well cooked and seasoned and brings customers back every day. Is that the answer? Well, it's one of them at any rate. Location, neighborhood—store arrangement, have to be topped by good management—good goods—priced for clientele most apt to be reached. The "human equation" is important—the final element, perhaps, which makes success or failure. Yes, the human equation is important and time spent in developing an efficient, merchandising minded store personnel may return many times its value to the store owner or operators in increased business and a well maintained customer preference for ice cream at that particular store.

We're All Alike

The dealer is no different from everybody else! He likes to go the easy way just as we all do.—That groove in the road of business that he's been wearing deeper and deeper everyday, by doing things the same old way, it's going to take a real effort to lift him out onto a new level—to give him a start on a new idea—and it's going to take continual work to keep him there—but it can be done. None of us starts on a new or different plan unless we are pushed into it by something or someone—some idea gets across to us that stirs up our interest and enthusiasm to the point where it overcomes inertia—where we are so "sold" on carrying out that idea for what it *can do for us*, that we overlook or brush aside the extra work and change in habit it means!

If the dealer gets hold of a plan that someone else—just a regular guy like he is—has used to push up the sales and

profit curve—he'll be looking, too, to see if he can squeeze out some extra nickels and dimes for the plus side of *his* business.

An Entering Wedge

Two general plans are capable of use for dealer development:

1. Create additional business.
2. Increase the average sales to present customers.

Surveys which you have made of store location, neighborhood, etc., will determine the basis on which you wish to develop. You will have answered "could more passing traffic be diverted into store traffic if the proper message were 'flashed' by this store?". "Is there a lack of inducement in Ice Cream store selling message, so that check averages are lower than they should be?"—

Knowledge of costs, store circulation, neighborhood possibilities, etc. combine to give the store owner a real foundation for merchandising promotion.

Knowledge of costs:

1. Give him bases for predetermining selling price of individual items, to yield a satisfactory profit.

2. Makes possible pricing by actual costs rather than by store traffic.

3. Instantly suggests where food costs or expense items are excessive and by effort or changes can be brought down to a lower level.

4. Makes possible recognition of efficient employees.

5. Gives him ability to select properly, merchandise for resale.

With knowledge of costs, the store owner is prepared to develop sales in those departments where it will be most advantageous to him. The field of opportunities awaits his initiative.

The window—the dealer's invitation to passing potential customers—a whole book could be written on that asset alone.

And it doesn't need to be a big window, nor so elaborate—just so it is a "stopper" for the passersby.

In direct dealer merchandising service for one of our members recently, we installed a "mystery glass" window display. It was placed in a small store—and tied in to the Ice Cream soda the store wished to feature.

Did it work? An average increase of five times their previous soda sales a day was made all the time the window was in. Isn't that worth the effort?

Can an ice cream department be developed?

The backbar—made into a sparkling magnet to attract every store visitor. The merchandising possibilities of the backbar accented with color—stimulating the "buy urge" with featured ice cream items.

The personnel — carrying out the idea of active smiling service—intelligently and capably rendered.

The menu — bulwarked by those "everyone likes" dishes—but giving the "stop-look-eat" signal with attention-focusing specials, displayed in best "eye catching" positions.

These and many other roads for dealer development open to the alert imagination. There are a lot of "records" to be played before the whole symphony of merchandising is played—or "played-out". A whole range of possibilities which can be explored and will build, in so many cases, new business,—profitable to you.

Breakdown of Costs

There is behind such plans for business expansion, a real necessity for the store operator to have an adequate and accurate knowledge of his costs.

"You never went broke handling crowds" may sound true and smart, but if overhead, waste, and ignorance are making such inroads on income that gross is reduced below a safe percentage, even crowds can't keep that store "in the black".

Listed here is a fairly comprehensive breakdown of soda fountain and food expense. The overhead figures are taken from "Costs, Sales, and Profits in the Retail Drug Store", published by the U. S. Dept. of Commerce in 1934. Minor alterations have been made to meet changes of costs believed to have taken place since the survey was published.

These figures represent the operation of the entire store, but experience has shown that soda fountain and food operations closely approximate them.

The figure representing the cost of merchandise is taken from a breakdown of the same survey, limited to soda fountains alone. This figure will vary particularly in relation to volume; for example, some actual merchandise cost variations are as follows:

Monthly Sales Volume	*Cost of Merchandise*
$ 500	55%
800	52%
1000	50%
1500	48%
2000	47%
5000	46%
10000	45%

AVERAGE DISTRIBUTION OF COSTS
An Example of Typical Store Operation
(*Cost Distribution Will Necessarily Vary Somewhat From Community to Community, or Location to Location*)

	Per Cent of Sale
Approximate Cost of Merchandise Sold	51.20
Expenses:	
Salaries (Proprietor included)	17.90
Rent	5.70
Electric Light & Power	1.50
Gas (Fuel)	.30
Heat & Air Conditioning	2.50
Water	.10
Repairs to Premises	.10
Telephone	.30
Postage	.20
Delivery Expense (not wages)	.10
Advertising	1.10
Laundry	.40
Insurance	.50
Interest on Notes Payable	.10
Taxes and Licenses	.30
Repairs (Equipment)	.20
Depreciation—Fountain & Fixtures	2.00
Interest on Investment (Fountain, Fixtures, etc.)	1.50
Miscellaneous Expense (Napkins, Straws, etc., Ice, Accounting, Charity, Replacements)	.20
Total Expenses (Overhead)	35.00

SUMMER IS OVER

YES, SIR, SUMMER'S OVER—so what?

For a long, long, time, operators of Ice Cream departments maintained "a lack of profit" attitude toward operating the department all year 'round. When the notion of Ice Cream as a summer food only, was brought to the surface, through surveys and research work by many outstanding organizations, it soon received a "knock-out blow" and has been buried deep among other fallacious "has been" ideas.

Oh, for so long a time, the retailer imagined that the Ice Cream department and Ice Cream itself, were only seasonal attractions. When winter came, the operator went on a vacation, forgot all about his trade and the potential possibilities that the winter might afford him. If he didn't go away for a rest, he concerned himself with other parts of the retail establishment. These, frequently, proved very much more unprofitable than the sale of Ice Cream and its associated commodities might have been.

A Year 'Round Business

Equipment manufacturers, trade papers, fruit and syrup houses, general supply people and practically all merchandising organizations have given much of their time, effort and attention toward proving that the Ice Cream department is a 365 days a year business, and toward stimulating Ice Cream sales every day.

Retail dealers throughout the nation, in Canada, in Australia, yes, even in China, are credited with having done an outstanding merchandising job to build up this seasonal sales volume curve of the Ice Cream department. It has been proved that it is possible to bring this "off season" figure to a point that very closely approaches that which formerly was considered the only time of the year that they could do business—the "warm weather season". The result is not only gratifying to themselves, but to retailers everywhere.

There can be no logical reason advanced as to why there shouldn't be as much business at the soda fountain and Ice Cream department during the winter months as there is in summer. First, of course, the owner and manager of the store must be sold on that idea and secondly, the same continuous effort and merchandising course must be applied all year 'round.

Increase Merchandising Effort

While today few soda fountain operators and few Ice Cream store operators close their departments during the winter, there is still room for increased activity toward real honest-to-goodness merchandising effort during what was formerly called and known as the "off season". So many retailers are prone to get "down in the mouth" as soon as the first sign of winter approaches and are so ready to accept the idea that Ice Cream and its associated commodities, will not be demanded by their patrons during the colder months. But are these the facts?

In many of our merchandising releases, we have continuously called the retail dealer's attention to this one all important fact. "It's always summer time inside your store". Now, isn't it a fact that where people congregate inside the retail establishment, the temperatures are even sometimes higher in the winter than the temperature outdoors in the summer? With the advent of modern heating and air conditioning, salesrooms, dining rooms, drug stores, restaurants, cafeterias—all the types of businesses that so successfully serve Ice Cream are equipped to give their patrons standardized "summer" temperature the year 'round.

No Winter Slump

In the earlier days there was not much to offer the patrons of soda fountains in winter. Some Ice Cream departments offered "Hot Soda" such as hot chocolate and bouillon but this accounted for only a fraction of the business that Ice Cream departments had during the summer. It wasn't long until the "restaurant in sight of everybody" or more commonly known as the luncheonette business, had its inception. Ice Cream department owners and operators began to see the tremendous potential possibilities of keeping their departments in full swing the year 'round. But, even today, there are with us such retail merchants who for some reason, known only to themselves, actually are waiting for the "winter slump" to "roll around".

It is well to remind our readers that the soda fountain and Ice Cream department creates more business and nets a greater profit per foot of space occupied and per dollar invested, than any other department of any type in the retail store. There is hardly a business in existence that if permitted, would not fall into the same "seasonal misunderstanding". For instance, surely, back a few years ago, if you were fortunate, you probably had a pair of black shoes and a pair of tan ones—and, they were "all year 'round shoes". If the shoe industry had operated on the same theory as the Ice Cream department owners did back in the "good old days", then this might still be true. But, is it? No, No. We've buck shoes, white kid shoes, perforated shoes, two-tone tan shoes, two-tone sport shoes, tan and white shoes, and many other types and the women have shoes to match nearly every kind of dress. The public sort of expects that when summer rolls by, the only thing that happens to the shoe business is the change of styles—the change of color—perhaps but no "slackening" in the number of shoes we need.

Color

Here's where merchandising with the Ice Cream department and the soda fountain takes on a real outstanding tested idea. We mentioned color—we mentioned change of style—we might have said change of face—all three of these can be made a part of a winter Ice Cream merchandising program.

-so what?

In other sections of this book we have actually outlined the colors to use in your window decorations—in your back bar decorations—even your store decoration and many other suggestions and ideas that will be helpful to keep the doors of your Ice Cream department open the year 'round.

New Helpers

The retailer of today has been helped by the advent of the "soup kitchen," electric hot fudge warmer, and many other devices such as the automatic toaster, charcoal broiler and hundreds of other devices that all play a part in this winter Ice Cream merchandising program.

Emphasis, of course, must be placed upon the fact that the wholesale Ice Cream manufacturer today, provides the same full variety of flavors of Ice Cream the year 'round. In fact, the wholesale Ice Cream industry specializes in the type Ice Cream most appropriate for the various seasons that come during the year, in the same identical fashion as does the shoe industry, the clothing industry, ladies hats, ready-to-wear, etc.

"June in January"

Do you realize, Mr. Retail Ice Cream Merchant, how little of our time is actually spent out of doors? It is said that 90% of our entire population spend 90% of their lives indoors. Today's heating plants in office, store and home keep us that 90% time at summer temperature—even through those months when Mother Nature has her heat *turned off.*

So why winter worries? *"It's always summertime inside the dealer's store."*

What happens to the poor public during winter time? Do you think they go thirsty and hungry? Of course not. They need food—they need recreation—they need refreshments and they *will* eat Ice Cream. Wherever there are people—indoors or even outdoors, there is an opportunity to sell them Ice Cream—yes Ice Cream Sodas, Sundaes, Banana Splits and many other beverages and combinations.

"Hot Ice Cream"

Recently when Alabama had its first taste of real winter in about twenty-five years, as the blizzard was reaching its height, we saw a young fellow painting a sign on the window of a drug store nearby. It read like this—"Hot Ice Cream". Naturally, we were surprised! And after we ploughed through ten or fifteen inches of snow, we finally got to that drug store. We discovered that the "Hot Ice Cream" this operator was advertising to lure people into the store—in other words, convert his sidewalk circulation into store circulation—was really a new type Hot Chocolate, the formula of which we had just turned loose at a merchandising conference held in Birmingham a day or so previous.

What that merchant did was to take hold of an idea, that would attract more customers to his Ice Cream department. There are so many "come-ons" that can be used for winter selling and many of them are listed here in this very book.

"Good Bets"

Here are some angles many times overlooked—good bets, too. Particularly in winter, there are evening gatherings in the home recreation room—games, dancing, fun—and before the evening is over everyone has a "snack" at least. Is Ice Cream getting its share of this evening lunch?

The crowd gets just as hungry after a football game, perhaps because of the excitement and the brisk air, even hungrier than at a summer baseball game. Ice Cream's a good pick up then—remember?

Boy, how thirsty the crowd is after a basketball game. Can you beat a good Ice Cream Soda as a thirst quencher? And say, *did you know that basketball every year calls out more people than any other of the major sports?* It's a fact. Worth using too, eh?

There Are More!

These are only a few avenues for year 'round Ice Cream selling. Thinking over your community, your retail dealers location, will suggest many more.

For example: The Sun Maid Raisin Sundae can be used hot in the winter and cold in the summer. Cherry Jubilee is another very popular hot-sundae-idea which was given out in our last year's book. And, then of course, there are the hot fudges, such as chocolate, caramel, butterscotch and fudgemallow. The service of cookies with Ice Cream—here's one you can use any time.

And Another!

Make your fountain special A Generous Portion of Ice Cream. Serve cookies on the side or serve them on a tray. Ask your patrons to help themselves. Instead of featuring a sundae, a soda or some concoction of that character, as the special, make your fountain special a real dish of Ice Cream. Work this plan out with your wholesale Ice Cream manufacturer who supplies you with your products.

Suggest

You cannot employ high pressure methods; they "hit the toboggan" years ago. This is a "question asking age". Let the other fellow do the asking—you do the telling—you do the suggesting.

"THE SUMMER IS OVER, SO WHAT?" ICE CREAM SALES GO ON AND ON.

MERCHANDISING

SPORTS, CIVIC EVENTS

The sales angle most "likely to succeed" in any business is the one that goes "down the buyers side of the fence."

A swimming suit campaign wouldn't go over so big with the Eskimos—but you could make no mistake in starting a conversation with them about fishing, boats or fur.

It's the same with everybody. One salesman tells of trying for fourteen months to get an order from a merchant on whom he called—no sales presentation, no approach seemed to pierce the shell of that merchant's indifference and resistance.

Then one day the salesman was waiting in the merchant's store to catch an interurban, (he'd given Mr. Merchant up as a prospect!). A warm spring rain was falling and the salesman said "I'm going to get some night crawlers and go fishing." Quick as a flash the merchant's head came up—"Do you like to fish?" —and the shell was broken!

The merchant eventually became one of the salesman's best customers because the opening to the buyer's side of the fence had been found.

Every community has at least three avenues of approach — sports — civic events— motion pictures.

Smart merchandising capitalizes on these opportunities to stimulate buying interest.

THE SPORTS ANGLE

Baseball — tennis — swimming — football — basketball — skating — there are sports seasons that circle the year. Everyone has possibilities for a merchandising promotion.

"Wheaties, the breakfast of champions"—does that sell cereal? Ask the manufacturer!

Why not "Chocolate Milk Shake—the champion's choice." If your community has a ball club, sand lot or big league, it has heroes!—the guys who play the game better than average. A special link to them, makes every kid dream himself into the home run hitter class—he struts a bit to his gang—as he says—"Me and the champ—we both drink lots of Chocolate Milk Shakes—they give you pep." Will that gang try "pop" to quench thirst? Well, hardly! They're pushovers for your product, when it lines up with their wishful heart's desire—and it isn't only the kids who fall for a line like that. Oh no! No matter if a baseball fan be 6 or 60—the lingo of the diamond, the sign of the bat and ball are his "meat." He gets your flash—when you advertise your Ice Cream Sundae as a "home run" in popularity—you're "talking on his—the buyer's side of the fence".

Football has just as vigorous and enthusiastic players and fans. Can you imagine anyone in Notre Dame's home town missing the point of an "Elmer Layden's special" or the "Choice of the Fighting Irish," if you tagged some of your features this way?

Hockey—tennis—swimming—in the communities where they are top sports—same idea—same angle in promotion—gets results. Your own neighborhood community has a dozen local angles to play up—that will put you right out in front with attention getting promotions. Look for them—and the sports crowd will look for you.

We've spoken before of the Soap Box Derby. You wouldn't think that idea

MOTION PICTURES

could have developed into an annual event which challenges the interest, ingenuity and skill of thousands of boys—in every community—but it does. It is one of the cleverest bits of promotion in today's calendar! It can promote a lot of good will and sales for you, too, if you tie in to the community interest in its local aspect.

The boys who enter in the local contest—their families and friends—they hear you when you promote the "Soap Box Derby Sundae!"

Every promotion for effectiveness depends on its *timeliness*. Plan ahead so that your promotions are "set to shoot" just in line with the event on which you are capitalizing. Your swell plan will be only a "dud" if you are so late that you "miss the boat."

CIVIC EVENTS

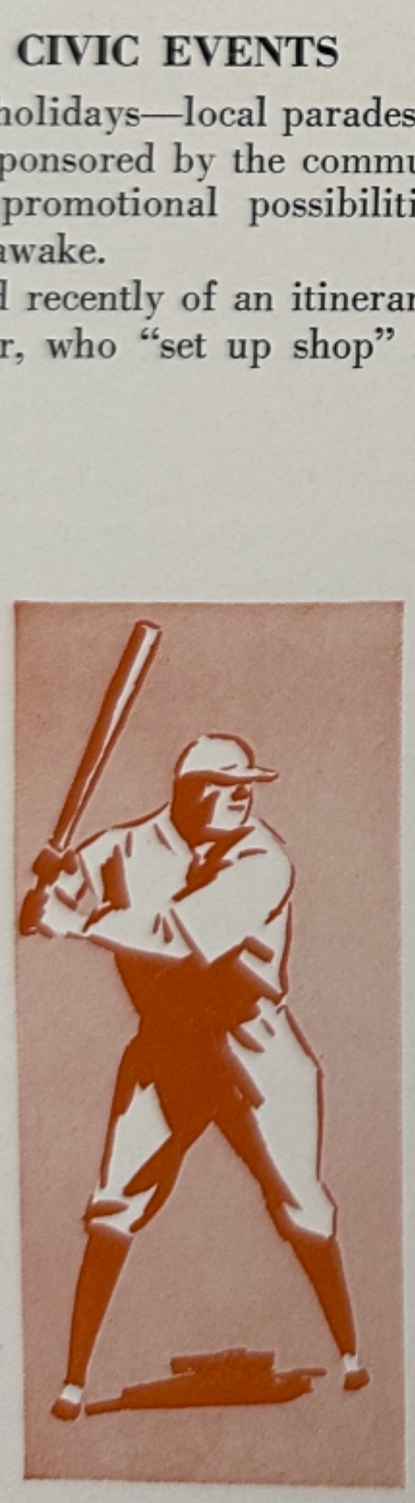
Public holidays—local parades—celebrations sponsored by the community—all have promotional possibilities for the wide awake.

We read recently of an itinerant "hot dog" seller, who "set up shop" among the crowd watching outside the church where a fashionable wedding was in progress. He was doing a thriving business!—because he spotted an opportunity in a community event and was set to catch sales where chance made them possible!

If you want the special business such events produce—make up your mind to do something to focus attention on your store—your Ice Cream—when the crowd is in your neighborhood.

Is there a parade due to break up near your corner? Post a boy outside to give you the high sign when it comes in sight. You can get glasses filled, place set ready so that you can serve the crowd speedily and well, when they come tramping in. That's merchandising!

Courtesy Metro-Goldwyn-Mayer



MOTION PICTURES

Here's a chance for a "give and get" promotion. The manager of the local motion picture is anxious to have publicity for the "now showing" pictures. A lot of public are picture fans—you can give the picture a "plug" and at the same time, play up your store with window trims and material which identifies you as a picture fan and your store as the best place to enjoy an after show snack, Ice Cream special, or to drink a fine milk shake!

These are only pointers in the field of merchandising possibilities. All are logical—each promotional approach is sound and is working every day for dozens of industries.

Talk the language of the moment's hit and you'll find a big opening on the "buyer's side of the fence."

It pays to tie into the sports, civic events and motion pictures—three big interests of your community.

YOU'RE DEALING IN

"The Customer's State of Mind"

Modern retailing and the language of modern merchandising have taken on a new sugar-coating of sales psychology. We hear "The Voice with the Smile Wins"; or "The Customer is Always Right"; or "Money Back if You're Not Satisfied". But behind all this newly-developed approach—this highly valuable art of "Sales Promotion" and the science of "Winning Favorable Public Acceptance" for a store or a product—underneath all the clever phrases of modern advertising, and high-sounding merchandising principles, the basis of all successful selling in *any* field—for *any* business—is still: "WE AIM TO PLEASE".

A Great Merchandiser

Franklin Simon, one of the great merchants of our time, once phrased this fact very aptly. "You're dealing in the customer's state of mind." It was at one of the regular morning Staff meetings, a practice which he instituted in his shop from his very earliest days as a storekeeper.

On this particular morning, one of the buyers complained that some customers were taking unfair advantage of Mr. Simon's liberal policy of exchanging any merchandise with which the purchaser was not completely satisfied.

"But their reasons are sometimes so unfair, Mr. Simon," protested the hosiery buyer on this occasion. They claim to find fault with goods that I know are absolutely perfect. And we not only have to go through the trouble of making an exchange or refund, but we usually have to take a loss on the returned merchandise because it has become soiled in handling. Isn't this unfair to us? If this continues how can I ever hope to show a profit in my department; and how can you ever make money in your business?"

Dealing in "The State of Mind"

Mr. Simon listened, smiled, and then said in reply: "What you say about the quality of our goods is undoubtedly right. There must never be any question about that in our minds. Otherwise we have no right even to offer them for sale. But you must understand that we are not really *Sellers* of—let us say hosiery, or shoes, Ice Cream or any other particular item of merchandise which we happen to carry in our shop. What we are really dealing in is a 'State of Mind'—the customer's 'State of Mind.' Every person who comes in to our store must go away with a friendlier feeling towards us and our business—or we have sustained an immeasurable loss, no matter how large or profitable the transaction in dollars and cents. If a customer is dissatisfied with her purchase for whatever reason, or—as you think without reason—that fact, and that alone, is our real loss.

Sold and Satisfied

"What will make our business a permanent success, is not merely selling more goods—though that of course is necessary to our existence—but making more satisfied customers at every opportunity and through every transaction. Let us never forget that what we are really dealing in is the customer's state of mind. The customer must not merely be *sold*, she must be *satisfied*." What was true of department store business is no less true of selling Ice Cream.

Repeat Business

It is the repeat patronage which builds stable business volume.

And, repeat business comes from the customer whose state of mind is favorable to you—your Ice Cream—your way of serving. Favorable to the point of coming back to your store again and again, whenever he or she is in the Ice Cream buying market.

The way you treat each customer counts importantly in building up in his mind, preference for you.

Your smile, your friendly approach, make the customer respond instinctively with a feeling of receptiveness and friendliness.

A Key Sales Position

BEHIND THE FOUNTAIN, YOU are in a key sales position in the store. You are almost what might be called a Reception Committee of One to greet all newcomers. In modern stores, good merchandising recognizes that the Ice Cream Department is easily the most important in the store. Many people come into a store regularly for their daily dish of Ice Cream; and, more often than not, they go out of their way to go to a place where the atmosphere is pleasant and the service is pleasing.

Give a Smile Freely!

Somebody once said, "You can always afford to be generous with your smile. It costs you absolutely nothing to give, and is only worth something to *you* when given away freely to another". Remember that. Your smile is the Front, the Show Window, the Mirror of Your Personality. And the voice with the smile creates, most effectively, a favorable reaction toward your product, your store, your service.

You're dealing in the "Customer's State of Mind"—make it favorable to you!

"FUTURES"

in the Customer Market

"Futures" in the stock market are good "buys" in traders' opinion when an advancing market is in sight.

Today's tots are *your* "futures" in the customer market,—and advancing market in Ice Cream preference if you build for it now. Are you trading strong in them?

Key part of your selling appeal to the kids. They may be nickel buyers now, but the big thing is to get them buyers of Ice Cream with those nickels—then in that very near tomorrow when they are the "grown-ups", Ice Cream will still be a "preferred" buy for the larger sums they can spend.

You don't need a lot of propaganda to get the little folks sold on the idea of Ice Cream. They all like it.

Base *your* appeal on getting them to come to your store and make your specials attractive to them.

When you start plugging a new Ice Cream, give the children small samples. They'll soon have dad and mother wise to the idea that the whole family can enjoy it.

Make the children welcome in your store. They're just like everyone else—they like a little special attention—they'll repay preference with patronage and add enthusiasm to boot. Yes, make the child welcome in your store. If he has only a nickel to spend, think of him, make him realize that you appreciate the chance to serve him. Spending that nickel today is just as great a moment in his life as will be his quarters and dollars ten years from now.

Put a doily on that counter for him. Set his purchase on it. Give him a napkin, a glass of water. Make it a banquet for him—a banquet for that future market standing before you now.

Appeals to "future voters"—"tomorrow's parents," and so on, are cleverly incorporated in many of today's smartest merchandising campaigns. Chevrolet with the Soap Box Derby, Restaurants with "Dine Out Night" message—many other industries are buying "preferred" in the futures of customer market—today's child interest. Don't miss a "hot tip" playing a sure winner in the market.

Build ice cream preference in today's children and tomorrow's market is yours!

Capitalize

BACK BAR &

CAPITALIZING on your BACK BAR

The back bar, like the store window, is a silent salesman for the retail store. Both are important angles in a successful merchandising program. The window helps bring the buyer in—the back bar helps the buyer buy. Does yours?

Arrangements which display, attract, invite, suggest—that's the selling message for the back bar to send out!

Just a minute. Put on your hat and coat and walk around the block—then come back in and walk up to the soda fountain. Sit down at the counter. Do you get an inspiration in the way the back bar is dressed—an inspiration to buy that item which will yield a profitable gross?

Let's jot down some of the things to be done to get your back bar into that "buyer persuader" class.

How about the arrangement. *Is it coordinated to the selling message you are trying to stress at the moment?* You don't want to display oranges and lemons, if it's banana splits you're featuring—or pineapples if you are specialing strawberry sundaes!

The arrangement itself should be dominated by the special items stressed in that promotional period. Doesn't need to be elaborate. Two hands of bananas, some well placed mirror signs "Merry Go 'Round Banana Split"—a few well placed, artificial displays of the "split" and you'll "go to town" on banana splits.

Remember the back bar helps the buyer buy—if it makes up his mind for him by the flash message of your special as he enters your store.

A lot of ice cream purchases are impulse purchases. Your back bar must telegraph the message which arouses impulse and stimulates appetite to point of actual purchase.

"PICK YOUR COLOR"

Take your tip from the season for color—choose those which give the best background for the special you want to feature.

Then emphasize the special with well placed simple mirror strips on the back bar and *don't forget* to change the strips often.

Here's a tip. When you put up new strips on the back bar, change the location, the angle. Then, the day-by-day buyer's eye catches the newness at once. It works!

We take for granted that you will keep the back bar arranged for efficient service. One workable arrangement is sketched below. Speedy service helps *repeat* buying. An efficient back bar makes for speedy service. Well, you can add that 2 and 2 to make the 4 of more sales—sure you can!

Domination—is the key word of back bar arrangement. Have your back bar tell one story at a time. Even double feature movies run one reel at a time! If you have a weekly special let your back bar tell the story for the week—simply—quickly—with dominant displays.

Different type displays do the job best in different communities. Check yours to see which pull the most—then build new ones along those ideas.

Make your back bar help the buyer buy!

SUGGESTIONS
For Back Bar

Feature profitable merchandise.

Use seasonal colors for background.

Feature one special at a time.

Use color to accent specials.

Plan entire back bar display to make an attractive picture for the entering store customer.

Change and rearrange mirror strips often.

Keep it clean!

The back bar is made for display—keep it on the job.

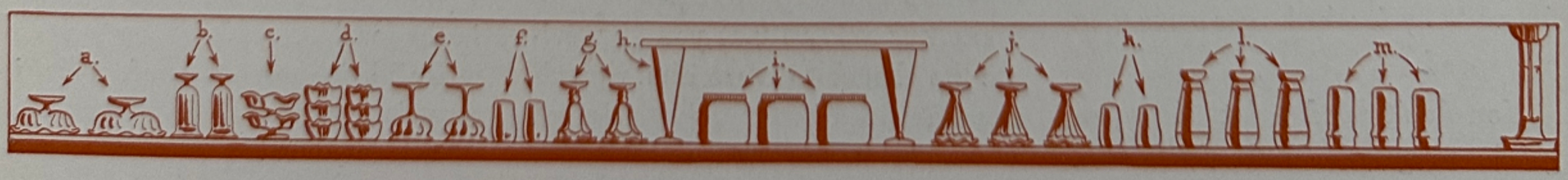
Use signs and streamers that tell the truth.

Arrange equipment and accessories for efficient service.

ARRANGEMENT OF GLASSWARE

Suggested glassware arrangement for speedy service and attractive appearance.

a. Duplex or Double Sundae
b. Parfait Glasses
c. The Ice Cream Bowls
d. Banana Splits
e. Footed Sundae Dishes
f. Water or Beverage Glass
g. Tulip Sundae Glasses
h. Glass Vases and Glass Display Shelf
i. Jars for Nuts, Chocolate Shot, Pretzels, etc.
j. Crimped Sundae Glasses
k. Water Glasses
l. Ice Cream Soda Glasses
m. Milk Shake Glasses



On WINDOWS

COLOR

Yes, color is a big part of this "ten second selling." The seasonal colors, artistically used, can bring pleasure and delight to the eye. At the same time, they subtly remind the buyer "It's Spring." Gosh! Warm, sunny days coming—good to be alive—let's have a Fresh Strawberry Sundae!

Spring

Lively—that's the theme of Spring—gay, cheerful colors—yellow of daffodils—green of young leaves—orchid of the early spring crocus—pink of the tulips. Dip your trimming fingers into these colors and come up with the "Accent on Spring" in your backbar.

Summer

Summer is different—that's the time for the message of coolness to flash from your Ice Cream department.

Cool blue of woodland lake—the whiteness of mountain snow—the soft creamy pink of ripe peaches—the cool green of meadow grass—they're your summer allies in painting an invitation background for your summer Ice Cream specials.

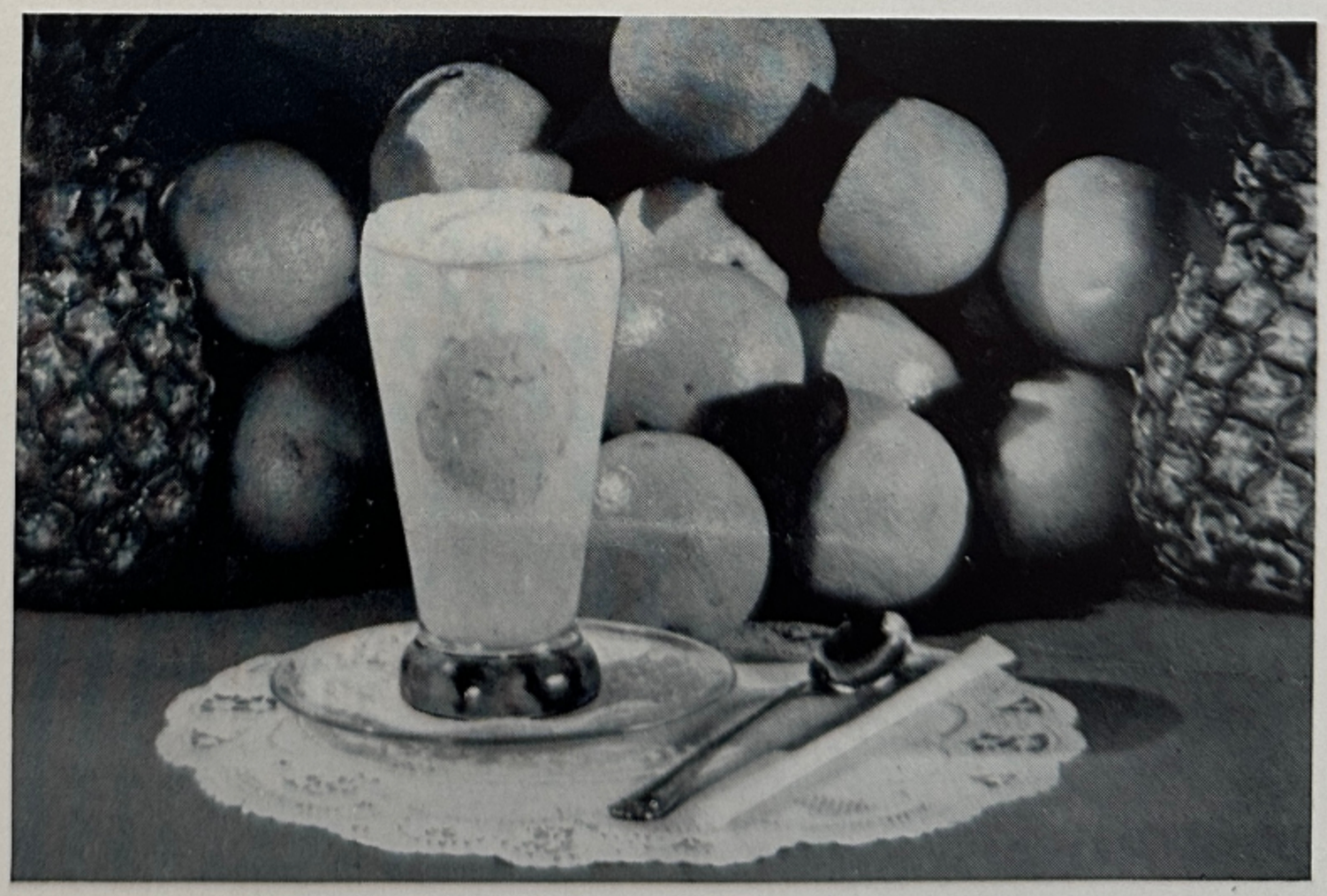
Fall

Comes Fall and the warm, rugged colors are "naturals"—maroon of ripe apples—the russet brown of the turning oak leaf, the orange of the frost kissed maple, black for a contrast. That's the color harmony of Fall.

Winter

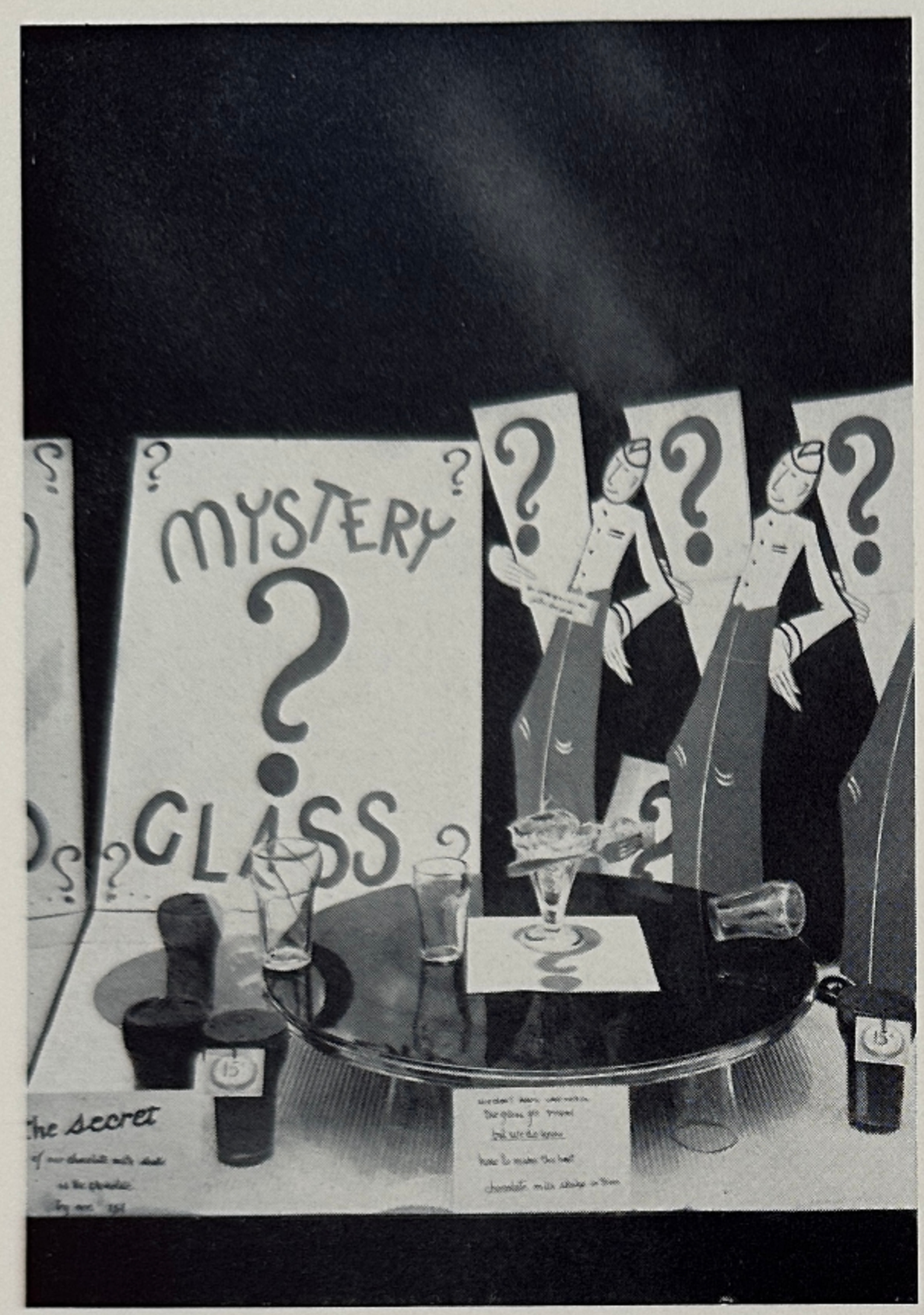
And, for Winter. Bright red and green of holly berries—the gold and silver of Christmas balls—vivid blue and white of starlight snowy winter nights—that's the color theme of winter.

Fruit and artificial displays make fine combination for suggestive selling for feature items.



Colorful, suggestive, made with fruit not quickly perishable—this backbar has appeal and is easy to install.

THE SHOW



TESTED I.C.M.I. FORMULA

Crowd comments; "It's electricity"—"There's a magnet in the glass"—"Invisible wire pulls it around."

The public—the consumer—the buyer—they're today's passing parade—a parade of people whose minds are geared to today's fast moving tempo.

You have to trim your store window to stop the parade.

"You can't sell people on the run." The message of your window must flash "Stop—Look—" —and then "Come in and get me."

You can't sell gasoline, so one big company discovered, while the cars are *rolling*! So they flashed a food sign to stop traffic and filled the gas tanks while the customers ate!

Flash—to stop—then display to arouse desire for the feature—that's window trimming.

Come up to your window as if you were just part of the parade. Honest, now, does it stop you? Would it, if you weren't decided about whether you wanted an Ice Cream Soda, a Sundae, a Banana Split?

Action is one important type of window display for "flashing the red"—

For example:

Last year we introduced the mystery glass window. A fine idea, sure, BUT the mystery glass alone would not sell any merchandise. A glass rolling around and around in a window on a piece of plate glass with no apparent power to make it go, stopped 'em! But, it was only when a display of tempting Ice Cream Sodas, artificial, of course, was placed around and near the mystery glass, and a sign reading:

No Mystery in Our Ice Cream Sodas Being So Good—We Build 'Em That Way—Try One 15c

that the sales on Ice Cream Sodas began to pyramid. The old "Come and Get Me" message was the thing that caused so many stores who used the idea to break all previous records on sales of Ice Cream Sodas.

Good reminder suggestion for the going home crowd.

WINDOW

The store window reflects the reputation, quality and service of the establishment. The window is like the smile—the cheerful greeting—the first chance to catch the possible customer's interest.

REMEMBER!

1. Set window displays for the neighborhood in which the store operates. Study price range, age groups, community activities—then build for the business *there*.

   The following are in the minds of all who buy:
   When—Where—Why?
   How much does it cost?
   How does it look?
   How will it taste?

   Displays must, of course, answer these questions.

2. Use color for flash, but don't use colors that clash or that are so powerful, that they take away from the selling message of the feature.

3. Keep Ice Cream displays set in surroundings pleasing to the eye. Salves, ointment, sick room supplies, have no place near food displays.

4. Don't display items you don't have for sale in the store.

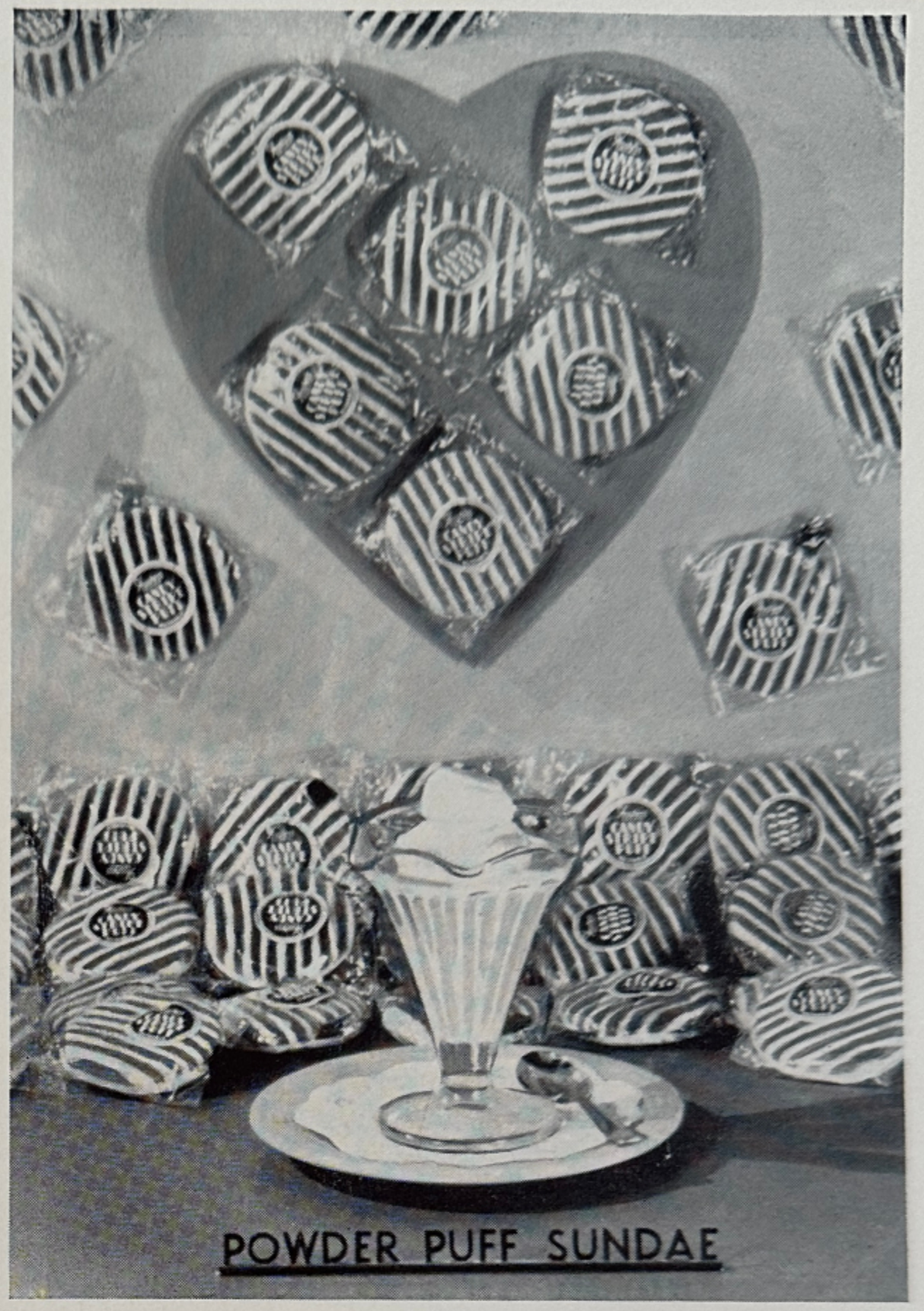
5. Acquaint the entire store personnel with the features about the window display. "I don't know" costs you money when one of your sales force answers thus, to customer inquiry.

6. Posters—window strips, carry the selling message of your display, if used properly.

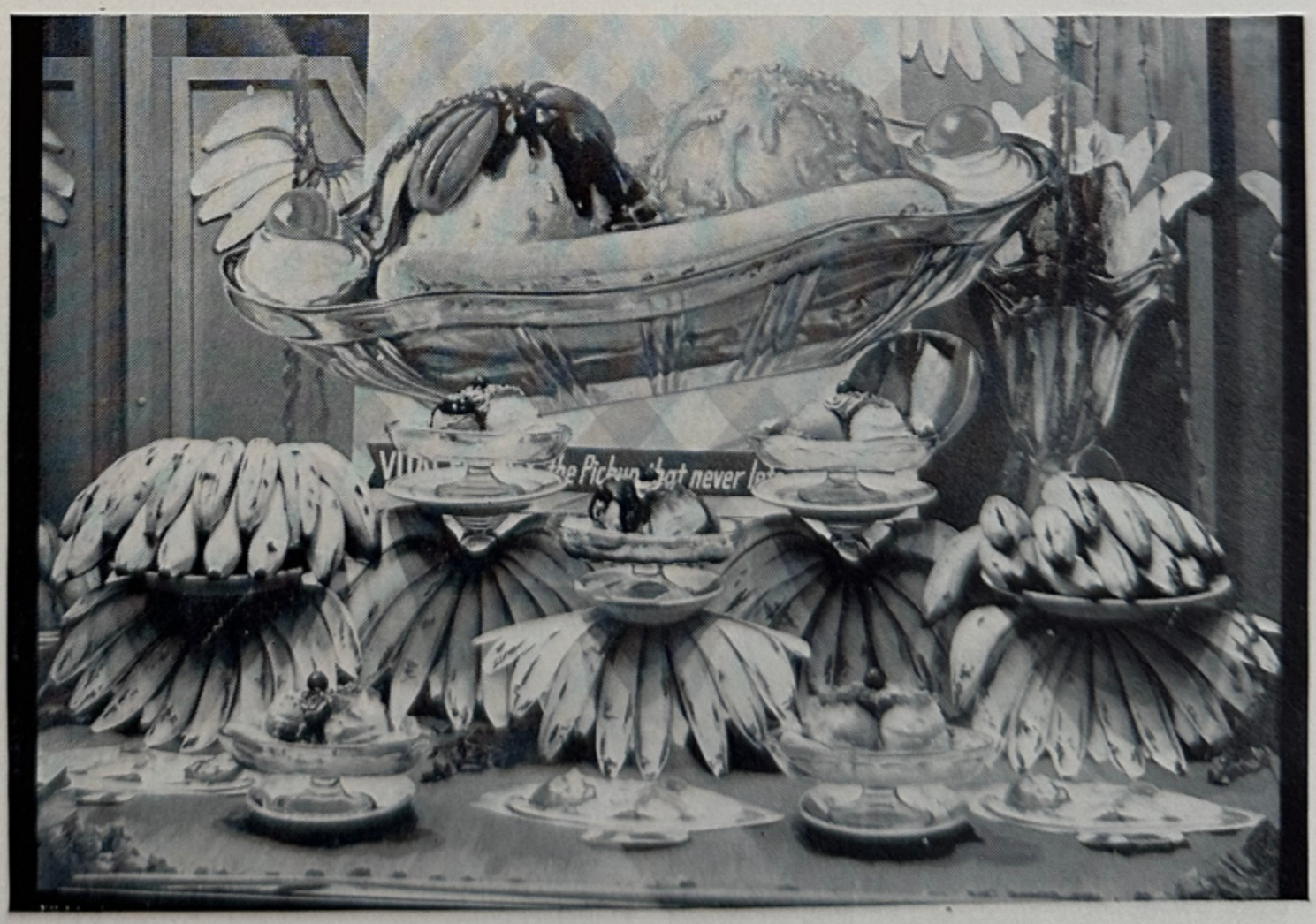
   Build your window and the selling signs so the "passing parade" looks *at* not *through* your feature.

   The window must reflect a friendly invitation to come inside,—the final selling is done inside the store.

ARRANGE YOUR WINDOWS TO *SELL!*



The premium item provides the color background



The fruit which is the feature flavor, used for display, creates effective background, as well as stimulating taste.

How To Make Artificial Ice Cream Displays

1. Pour ½ ounce of heavy base syrup or crushed preserved fruit into a tulip glass. Use only heavy base stock—*do not* thin with simple syrup. Thin syrup runs off the artificial ice cream, when used as a topping, spoiling the effect; will soak into artificial material, eventually spoiling its appearance. Never use uncooked fresh fruit on artificial displays.

2. Press into glass with fingers, artificial ice cream, about the size of an egg. This should be firmly forced in so fruit or syrup and artificial ice cream meet. Be sure hands are clean when handling artificial ice cream, to preserve appetizing appearance.

3. Next, with a regular ice cream dipper, working from very hot water, dip artificial ice cream as tho it were real ice cream. Be sure dipper is full, and artificial ice cream packed in tightly. If necessary pack firmly in dipper with fingers. In ejecting artificial ice cream from dipper, hold open side of dipper firmly against palm of hand so that cutting blade will not *force* material out of dipper, but will *cut* it out. This action brings out the ice cream-like grain of the artificial ice cream. If not satisfied with your first attempt, try again until a natural grain effect is accomplished.

4. Set the ball of artificial ice cream in place in glass. Be sure no space is left between bottom of this ball and top of material below. If necessary build up bottom section with a small additional quantity of artificial ice cream.

5. Add just enough preserved fruit or heavy topping to cover partly the artificial ice cream. Never use large portions of fruit topping.

6. Put a rosette of artificial whipped cream on top and then add a cherry.

Artificial whipped cream is made by whipping 1 cup soap powder with ½ cup boiling water. Whip very stiff. To use, put into a pastry bag or funnel made from wrapping paper. Insert decorating tip out side bag.

A MERCHANDISING CALENDAR

JANUARY

Fudge Mallow Sundae
Toasted Pecan Sundae
Cranberry Salad Ice Cream Soda
Hot Coffee Malted Milk
Days: New Year's
Colors: Nile Green and White
Emblems: Father Time, Baby, Hour Glass, Scythe

FEBRUARY

Twin Peaks Sundae
Powder Puff Sundae
Cherry Ice Cream Soda
Swiss Chocolate Pecan Split
Days: Valentine's, Lincoln's and Washington's Birthdays
Colors: Red, White and Blue
Emblems: Shields, Flags, Cupids, Hearts, Arrows

MARCH

Chocolate Sundae
St. Patrick's Ice Cream Soda
Silver Fizz
Fruit Salad Parfait
Special Ice Cream
Days: St. Patrick's, 1st Day of Spring
Colors: Green, White, Primrose
Emblems: Shamrocks, Harps, Birds

APRIL

Co-Ed Special Sundae
Chocolate Ice Cream Soda
Special Ice Cream
Merry Go 'Round Banana Split
Days: April Fools', Easter
Colors: Pastels, Violet, White
Emblems: Jesters, Bells, Bunnies, Chickens, Rabbits, Eggs

MAY

Sundaes For the Whole Family: Milady, Dadsdae, Little Girls, Boy Scouts, Tiny Tot Sundaes
Ice Cream Bowl
Days: May Day, Mother's, Memorial
Colors: Pink and White, Red, White and Blue
Emblems: May Baskets, Carnations, Wreaths, Flags

JUNE

Snow Peaks Sundae
Soap Box Derby Sundae (Previews)
All Star Parfait
Days: Father's, 1st day of Summer, Graduation
Colors: White and Nile Green, School Colors
Emblems: Bells, Flowers, Butterflies, Diploma, Cap, Gown

JULY

Fresh Blackberry Sundae
Soap Box Derby Sundae
Holiday Sundae
Fresh Blueberry Ice Cream Soda
Fresh Bing Cherry Milk Shake
Days: Soap Box Derby, Independence
Colors: Red, White and Blue, Cool Shades
Emblems: Racers, Flags, Shields

AUGUST

Fresh Peach Sundae
Fruit Salad Sundae
Strawberry Ice Cream Soda
Tru-Blu-Berry Parfait
Days: Vacations, Tennis
Colors: Cool, Pastel Shades
Emblems: Trains, Baggage, Seashores

SEPTEMBER

School Days Sundae
Our Town Frappe
Saturday Night Spree
Special Ice Cream
Days: School Begins, Labor Day
Colors: Red, White and Blue, Red, Brown, Yellow
Emblems: Tools, Saws, Trowels, Leaves, Books, Slates

OCTOBER

Army-Navy Sundae
Pep Sundae
Hallowe'en Sundae
Days: World Series, Football, Hallowe'en
Colors: College Colors, Orange and Black
Emblems: Ball Bats, Footballs, Witches, Pumpkins, Bats

NOVEMBER

Broadway Bouquet Sundae
Fountain Fruit Salad Sundae
Fountain Fruit Salad Soda
Special Ice Cream
Days: Football, Parties, Armistice, Thanksgiving
Colors: Maroon, Orange, Yellow
Emblems: Footballs, Favors, Turkey, Horn of Plenty

DECEMBER

Nut House Sundae
"Fuj-elite" Sundae
Christmas Soda or Sundae
Special Ice Cream
Days: First Day of Winter, Christmas, Last Day of Year
Colors: Red, Amber, Blue & Silver, Red & Green
Emblems: Holly, Wreaths, Christmas Trees, Cards, Bells, Mistletoe

TRAINED PERSONNEL

The other side of the Profit Picture

"We can't find good help", is the cry heard from coast to coast. Now, if this can be accepted as a fact, isn't it advisable for retail store operators to start a real personnel training program?

Selection—Reduces Help Turnover

Save time, effort and repetition of training by selecting individuals who, when trained, will become permanent employees. Every employer accepts the responsibility of selecting the right man or woman for the right job.

Selection is all-important—not everyone is cut out to meet the public easily and cheerfully—not everyone is strong enough to stand all day at the soda fountain or in the Ice Cream department, receiving and filling orders, requests, checking complaints, keeping the fountain in service condition at all times, replenishing stock, watching the opportunity for secondary sales, etc. When you are getting ready to make a selection of a new sales waitress—a new boy or girl for soda fountain dispensing, then give some real thought to that individual's qualifications.

If you are going to have a well trained store personnel, "cull the crop" of applicants and pick "the 'cream' ".

Health

Don't formulate your opinion of the individual's health only from outward appearances. Require a certificate of health examination. According to a recent statement of a recruiting officer, more men are rejected for army service because of poor teeth, than for any other single reason. If that is an important requirement in the selection of men for army service—surely, it should be one of the qualifications for you to demand. Good teeth, always clean and sparkling are important in the health of the individual and of prime importance in a job where he is serving food to the consumer.

Personality

Does he (or she) have the kind of personality that makes lasting impressions on people and converts customers into friends for your establishment? Is he or she neat in appearance? Has the applicant selected the kind of wearing apparel that helps to bring out this personality? As you carry on the interview, does he seem nervous, ill at ease—clumsy in his movements? Is he dull, indifferent, or is he alert—able to follow your conversation—and seem to have a grasp of what you are trying to find out from him?

Rhythm

Is he clumsy in his movements? This is important to you as an employer. It has been definitely established that the person who is naturally rhythmic in his movements—whose work gestures are coordinated—can do much more in a given time—with less fatigue, than one who is clumsy and awkward—spasmodic in carrying out his tasks.

Even though the person you are interviewing lacks experience in the job for which you want him, if he has this valuable asset, he can be taught specific tasks and will develop into an easy worker—able to "put on steam" at peak hours—better perhaps than an applicant who has had some experience, but who by nature isn't able to train himself into a rhythmic way of working.

Remember, too, that a temperamental employee, in some cases, becomes a detrimental employee.

It takes time to find a healthy, alert, easy worker—but it is well worthwhile.

Selection—Builds Foundation

Every time you have to train new help it costs money, time, and effort. If you start out with poor material, all that training is wasted. If you have a good foundation, you can invest your time and effort in training, be reasonably sure that he will prove an asset in your store personnel and be a good return on your investment.

New employees are unknown quantities, whereas, old, established employees, are almost priceless. "Breaking in" a new employee is an expensive procedure. It might be wiser to reward old employees occasionally, in some way. Encourage their advancement even if they have to leave your employ to reach a higher goal.

Follow Planned Routine for Personnel Training

It requires sound thought and action of the training you're going to give the boy or girl who is going to work behind your Ice Cream department—who is the real contact with your buying public. Follow a planned routine for the instruction of this personnel. The following points should be stressed in the training of all persons who serve food to the public.

→ PERSONAL APPEARANCE — neatness, appearance of health, gracefulness of carriage, lack of nervousness—manner of meeting people.

→ UNDERSTANDING OF DUTIES—(Employees assigned to duties for which they seem best fitted—outline of what they are expected to do.)

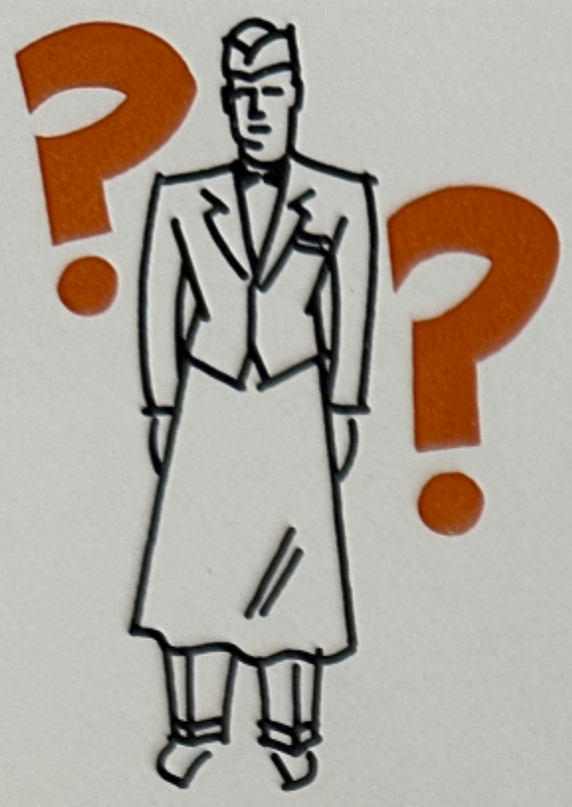
→ FAMILIARITY WITH WORKING FACILITIES—learning stock, where kept, how best stored, efficient arrangement for use, etc.

→ KNOWLEDGE OF WORK—correct dipping and dispensing procedure—principles and method of proper cleaning of serviceware, equipment, etc.,—understanding of sanitation.

→ COOPERATION — cooperative attitude to other employees and to management—helping to make things run smoothly—being loyal and honest.

Personal Appearance

Personal appearance is considered a prime requisite for success in food service to the public. Points most often emphasized are—person clean—hair neatly kept—face clean—free from skin eruption—girls not overly made up—teeth cared for—hands clean, especially no dirt under finger nails. Uniform — neat, clean — washable and kept washed. Shoes shined—no run over heels—precaution used to avoid possibility of offense as to odor of perspiration, the importance of the daily bath, etc.



It is, of course, personal to discuss bathing, deodorant preparations, yes, even soap and water, with your boys and girls, but if they are not particular, it affects your volume of trade—so it means money to you and a better job and more efficiency for the employee.

Girls should keep their hair well dressed; cosmetics applied properly, if used; nails well manicured, and they should be careful of loud, colored polish.

Teach your personnel to avoid the unconscious habits that are displeasing to customers—like combing hair with fingers, scratching head or rubbing face or picking the teeth—these are common bad habits but they can be overcome by training and encouragement.

On the lavatory door should be a sign which cannot be missed, reading: "Wash Your Hands Before Leaving This Room".

Understanding of Duties

Every work day duty should be well understood by the employee. Prevent the employees from "running around in circles" by teaching all employees that your entire operation must run along smoothly and uninterrupted. Give the kind of training that will teach the individual his particular task that will be expected of him, so that he will know at what station he will work in the morning, at noon and night and what "cog in the machinery" he is to be in the organization, so that speedy service at all times can be effected.

Systematize the tasks of various employees and give thorough instruction in these tasks so that you really can "feed with speed".

Customer Approach and Suggestion

The employee should understand, in addition to his actual duties, the art of customer approach—handling different types of customers. He should realize that discussions and arguments can't start unless two start them and if he avoids retort—even when it seems justified—arguments with customers die before they start.

Courtesy is just as important a part of service as speed—even more so, sometimes, for a courteous greeting and "I'll be with you in a minute", can hold a hurried customer for the busy dispenser—and give the customer the feeling of being taken care of—even if his order doesn't come quite so promptly.

High pressure salesmanship methods cannot be used in the service of food. Reliance must be made upon suggestive selling. Suggestive selling is an art. It's an asset well worth any and all effort that can be directed to it. Frequently, the suggestion is made by the mere presentation of the menu, without a word being spoken, that is, of course, when the menu is presented at the psychological moment. This time of suggestion is important. Personnel must be trained to watch for the opportunity to make a secondary sale. That's when the suggestion is made. It must be made tactfully and have in it a tone of sincerity. The person making the suggestion must, of course, above all things, know something about the item he is suggesting that the customer buy.

"I Don't Know"

If retail stores throughout this country, could get rid of all the "I Don't Knows" behind the retail counters, we would instantly put a stop to the greatest menace to business, known to the selling profession. All employees should be familiar with the items they have for sale—know prices—know the product—yes, know and be enthusiastic about Ice Cream—know, above all things, the composition of the items which contain Ice Cream. It means instruction—training—supervision—but it pays. Train your sales people in your products—what they are—how much they sell for—and all about them.

Knowledge of Working Facilities

Naturally, it is the task of the employer to do a lot of thinking for the employee. Teach step saving. Watch and study the movements of your employees as an efficiency expert would study the actions of factory workers. Many changes in arrangement of equipment or working facilities, are usually brought about with such study. Each employee, then, should be taught the value of step saving and to conserve on waste motion. He should have a knowledge of where each piece of equipment is located, so that while his hands are still working on an item, he can move automatically to the next spot, where another kind of equipment is located and is used for the completion of that particular order.

Encourage your employees to make suggestions of equipment changes that will *improve their own efficiency*. Every employee should know where each item on the inventory is kept. This is one of the first things to be brought to the attention of the beginner and all employees should be kept posted on any changes or new items that are added to this inventory.

If, by plan, observation, and experiment—you can make for speedier service with less fatigue of the server, your whole employee efficiency will be increased and you will be in a position to do a greater volume of business, with present equipment and personnel. "Drudgeries of today, *overcome*, make possible the conveniences of tomorrow".

Knowledge of Work

To teach the knowledge of work, it might be timely to suggest to many proprietors or even fountain managers, to examine first their own knowledge and to determine whether they really are well versed in all departments of retail store operation. If there are any items on which you, the proprietor, are not entirely familiar, show a willingness to study up on the points yourself—refresh your memory on data, statistics, new compositions, etc. It isn't fair to expect employees to have a real knowledge of their work unless they have had the right type of training.

Teach the when—why—and how—of Ice Cream dipping, suggestion, preparation of menu items, menu writing, cleaning, displaying, arranging equipment, serving, carbonation, and many other technical points. Nearly all these are covered elsewhere in this book.

For instance, teach the operator when, how and why to clean a carbonator—teach them the value of certain colors to be used during seasonal periods. The training must include how to make sundaes, sodas, milk drinks, parfaits, frappes, malted milks, etc. Teach care in measurement of portions to insure satisfaction to the customer and to guarantee a satisfactory earning to the store. Teach the use of the right type and the proper size ladle for

serving toppings, fruits, etc. Employees must be taught how to make all luncheonette items—taught the value of combining Ice Cream or Ice Cream combinations with food items to increase sales.

Cooperation

It takes perfect cooperation to make perfect operation. This is the vital spark that lifts any business out of the "just another" into the "winner" class. Cooperation can best be taught by example, by that intangible we call "square shooting". A cooperative attitude on the part of store or sales personnel definitely increases efficiency. The man or woman who consistently endeavors to cooperate with associates —to "play the game"—has one of the greatest attributes for success. Cooperation —"work with"—involves both management and employee—demands effort to keep it functioning, but is a "jewel beyond price" in the development of an organization. Management teaches employees that it is to their personal advantage to accept the training for perfect cooperation. Make the employees realize that after all, you're not the "BOSS" but that their salary checks are "actually signed" by the customers who patronize your Ice Cream department.

Service

The employee must be taught by example and by training, that service to customers is as important a part of selling, as is the item sold. The steps of service

are outlined in detail in another part of this book.

Honesty

Honesty is also a part of your selection program. The employee should regard honesty as something which he both gives and receives in his dealings with the store, part of his routine. A dishonest clerk has no place in anybody's store—but be sure he has the example of honesty set for him by management. You can't train a person to cut the correct portion of a service to a customer and not have him feel it is all right for him to cut a few corners in his "own interest". *Honesty works both ways.*

To Sum It Up

Let's just summarize what we've been discussing. You, as an employer, expect honest, loyal, cooperative, enthusiastic, interested, industrious, sales minded, work from your personnel. My dear Mr. Boss, or, at least, the owner of the store, did you ever wonder what employees expect from you? We have a hunch they they expect the same thing from you that you want from them. Honesty on your part—telling them truthfully what their work is—how they may better themselves—and when they "deliver", stand by your promises! Give an employee the occasional "breaks" —it will deepen his loyalty and enthusiasm immeasurably. When he has done a good job—give him the credit. He'll work twice as hard for you next time.

The training of an employee so that he sees opportunity in his present job and possibilities of advancement for the future, gives him an incentive for loyalty and cooperation he can get in no other way. Yes, exercise care in the selection of your personnel, train them accurately for the work they have to do, give them the cooperation and loyalty you expect from them—and yours will be a real reward in efficiency of service—harmony of individuals—and low rate of turnover.

Trained personnel will give another side —a brighter side—to the profit picture.

DEFINITIONS

Ades—Drinks containing the juice of citrus fruits, sweetened, to which plain or carbonated water is added.

A la Carte—A meal in which each dish is paid for at a specified price. Used to distinguish from table d'hote.

A la Mode—The fashion of serving one food over another—as Ice Cream on top of pie or cake.

Au Gratin—Cooked with a crust of cheese—browned in an oven.

Baume—The density of syrup.
The number of units of sugar in a unit volume of liquid.

Bon-Bon—Similar in type to a sundae. Usually made in a 6 or 7 ounce fancy stem glass. Candied fruit in bottom of glass, a combination of Ice Cream-Sherbet—Flavor or Fruit.

Braised—Lightly stewed in a covered kettle.

"Can't"—The most popular word in the "soda-pop's" language.

Charlotte Russe—Sponge cake filled with whipped cream or whipped cream slightly sweetened and flavored, surrounded by lady fingers and served in mold in which formed.

College Ice—This name was given to a sundae in a college town and was applied to sundaes topped with whipped cream.

Cooler—A drink made of fruit or fruit flavors in combination with ice, carbonated or plain water and topped with sherbets. Frequently made up complete and dispensed from punch bowl, adding ice and sherbet.

Coupe—Sherbets served in a short, stem glass. Covered with Fresh Fruits and Whipped Cream.

Dipper Pad—A cellulose pad placed next to dipper well, for tapping Ice Cream dippers on, to remove water before dipping into Ice Cream.

Dressings—Applied to any syrup, jam, jelly, marshmallow, nuts, fruits or mixtures of the same. Intended to pour over Ice Cream, sherbets and whole fruits.

Du Jour—Of The Day—as Soup of the day.

Egg Phosphate—A glass of carbonated water, in which have been scientifically blended, flavor, acid phosphate and an egg. All phosphates contain acid phosphate.

"Eighty-Six"—A slang term, usually yelled across the store, to denote "out of stock". Bad manners, of course.

Filet—A boneless piece of meat or fish.

Fizz—Originally applied to tart drinks, to which were added powdered sugar, to give the fizzing effect. Many egg drinks of different kinds are called by this name.

Flambeau—Ice Cream in combination with either cake or fruit with burning brandy sauce poured over it in sight of customer. Sauce served from flaming casserole.

Float—An ade, freeze or other drink, on the top of which some sweetened fruit juice — water ice — sherbet — or Ice Cream is floated.

Frappe—Frozen or partly frozen fruit juices. It is applied to whipped combinations of Ice Cream—syrup—fruits—nuts and whipped cream.

Freeze—Usually fruit combinations with carbonated water in which a large portion of shaved or cracked ice is used. Also drinks made by whipping sherbet, flavor and water.

Garnish—Something laid on or about food as a decoration.

Glace (Gla-sa)—Frozen or iced—fruits, nuts, etc. Drinks with an over-lay of fruits or nuts, usually made very cold by the use of ice. Also applied to sundaes on which glossy surfaced fruits and sugared nuts are served.

Hors d'Oeuvres—Assorted relishes served before or at beginning of meal.

Ice Cream—The World's Finest Food.

"In-the-hay"—A "soda-pop's" definition of getting behind in orders.

Julienne — A clear meat soup with chopped vegetables.
Vegetables and potatoes cut in long, thin strips.

Maraschino—A small black Cherry (bitter). A delicate alcoholic cordial made from cherries, especially from the Marasca, a European variety, and flavored with the bruised kernels. It is applied to a "decorating Cherry" flavored in Maraschino Syrup—but not always in the "genuine" flavor.

Melba—Originally applied to servings of whole fruits with Ice Cream between—covered with a Melba Sauce.

Mocha—A superior flavor of coffee. Denotes flavor of an Ice Cream drink where coffee syrup is used in its composition. Sometimes a combination of coffee and chocolate flavors.

Mousse—A delicate frozen composition of whipped cream—whites of eggs—sugar, flavor or fruits. Also applied to fancy sundaes — overcharged with Whipped Cream (sweetened).

Newport—Ice Cream—under which is placed either cake—whole or crushed fruit—or syrup and over which is poured fruit, nuts or toppings and garnished with whipped cream—chocolate shot or colored candy shot.

Parfait—Originally used to denote semi-frozen Ice Cream. Applied now to a serving of ice cream—fruits—flavor—nuts and whipped cream. Sometimes whipped to represent semi-frozen consistency—made more ornamental by layering different assortments of the things mentioned.

Petit Fours—Small, dainty cakes usually served with Ice Cream or sherbets.

Phosphate—Applies to drinks made with carbonated water — flavor and acid phosphate. Should not be used with "still drinks".

Puff—Ice Cream in eclair or cream puff shells with various kinds of dressings and nuts.

Rickey—Similar to an Ade—made exclusively with carbonated water—more garnish.

Sauted—Fried lightly and quickly with little grease and often a little water added.

Shakes—Originally applied to any drink that was shaken to mix it. Now applied to milk drinks mixed on machine.

Slaw—Shredded white or red cabbage, with garnishes if desired. Served with hot or cold sour dressing.

Soda—A soft drink made from carbonated water—usually accepted to mean "Ice Cream Soda".

Soda Dispenser—Opposite of "soda-pop" or "soda squirt". A person interested in and quite capable of correctly dispensing Ice Cream, soda and other foods.

"Soda Jerker"—A "soda squirt" who has a grudge against Ice Cream; likes to beat the profit out of it. His total knowledge seldom exceeds that of pulling a draft arm.

"Soda-Pop"—A "soda jerker" who is here today and gone tomorrow.
A passe expression for bottled carbonated beverages.

"Soda Squirt"—One who makes an Ice Cream soda half and half—half on the inside and half on the outside of the glass. Is little interested in his future and already "knows it all".

Souffle — Assorted colored paper cups filled with Ice Cream or sherbet, topped with macaroons, coconut, nuts, etc.

Sundae—A portion of Ice Cream over which one or more dressings of syrups, fruits, nuts, or other things are poured.

Timbale—A drum shaped mold of pastry, usually filled with finely chopped cooked meat, fish or vegetable.

Tortoni—Fancy Ice Creams in fancy individual paper cases.

Tulip Sundae—A sundae made and served in a Glace dish.

Twin Sundae
Double Sundae—A two-in-one method of making a sundae. Two molds of Ice Cream along side one another in the same dish and topped with the usual sundae materials.

CLEAN

AN ESSENTIAL ASSET

Everywhere — schools — public health agencies — doctors—women's clubs—consumer groups—advocate and stress the importance of sanitation in living. All up-to-date merchandisers give every emphasis in advertising product, package, brand—as to their company accomplishments in adequate sanitary safeguards.

In food service, handling and selling, emphasis is constant on personnel, health and cleanliness—sanitary equipment and containers—clean store, shelf and counter.

Today's food is served to the public with "protection wrapped in cellophane"! Cleanliness is an essential asset not just a wishful thought. It is dramatized by stainless steel, accented with gleaming tile, impressed by crisp spotless uniforms. It is the "song of songs" in modern food merchandising.

All the emphasis of this sanitation publicity is on its importance to the consumer —the person most affected—most important to reach, for and by whom, in fact, it has been developed.

Constant continuous effort—well planned and executed routine are necessary to maintain this idol of today's consuming public.

Cleanliness—First On Your Must List

The entire retail store is judged by the Ice Cream Department or Soda Fountain. The invitation of sparkling cleanliness which a well managed soda fountain extends turns many an undecided passerby into a "right now" customer, but no matter how well arranged the rest of the store—how orderly—clean—if the soda fountain doesn't rate "A" in cleanliness, Mrs. Consumer will check the store off her favorite shopping list!

The owner or store operator must have a working knowledge of the fountain or Ice Cream department, if he is to build and maintain the reputation for cleanliness which he must have for such knowledge and experience enables him to plan a practical and effective program.

Make It Count For Your Fountain

Get the Ice Cream department and the soda fountain clean—keep them clean—the cleanliness that stamps itself on the consciousness of every person who enters the store—whether or not he is primarily a soda fountain customer.

Only one way to do it—yes—plan a routine and keep everlastingly at it. An owner or operator who builds this on the basis of knowledge and experience, has also the "seeing eye" to check on the "follow through" of personnel, in carrying out the plan.

Schedule of Duties

Some "clean up" tasks must be done many times a day—some tasks are daily—some weekly—others occasional. Here we have listed the most common soda fountain clean up tasks in the various divisions—the particular setting of the individual store will necessitate certain additions perhaps. Remember, keep the rules simple—make directions clear—chart duties in a way employees will understand both the "how" and "why".

Weekly:

- Clean syrup jars and trough
- Defrost Ice Cream wells (or do one well a day)
- Clean backbar slab
- Polish silverware—glassware—etc.
- Polish draft arms and top of cabinets
- Scour sandwich board and jars
- Scrub floor racks
- Change back bar display—put up fresh mirror strips
- Rearrange and clean shelves in backbar
- Clean cabinet tops—well lids
- Wipe down all woodwork (don't use soap)
- Check backbar.

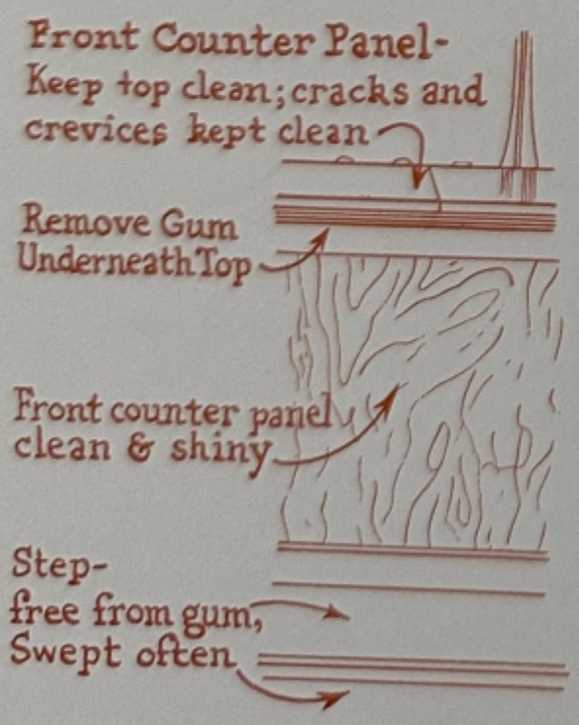
Semi-Weekly:

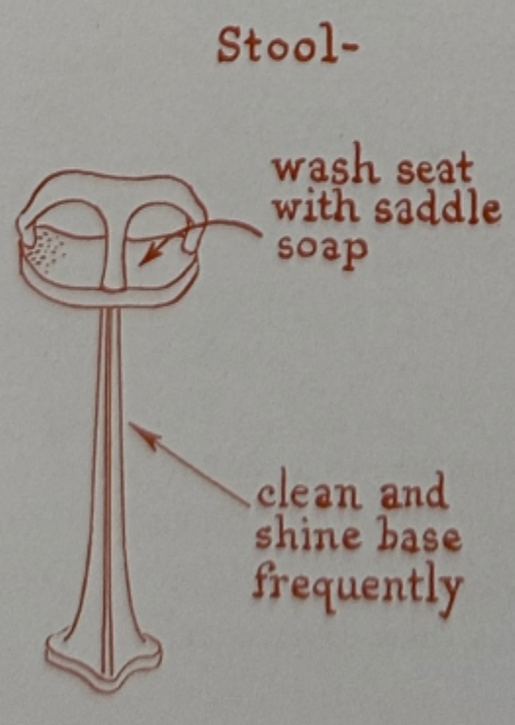
- Clean counter slabs, stools and front of fountain
- Polish cabinet tops
- Clean thoroughly workboards and sinks
- Wash and polish mirror
- Clean milk compartment.

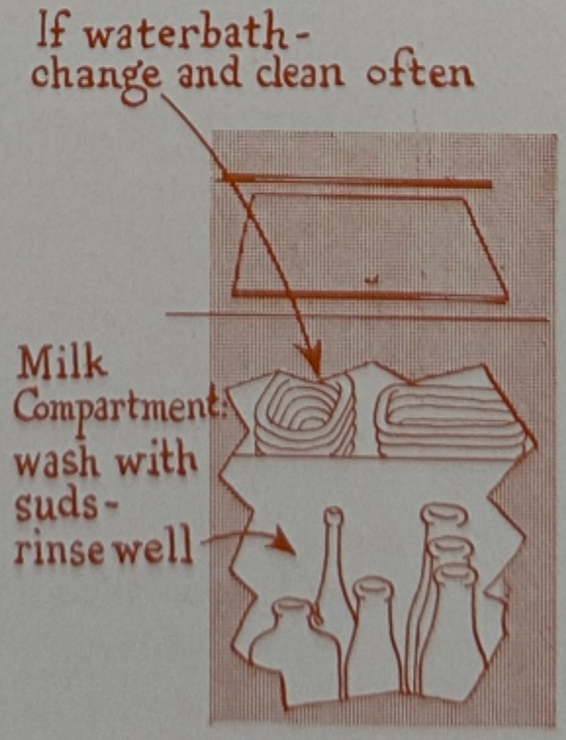
Daily:

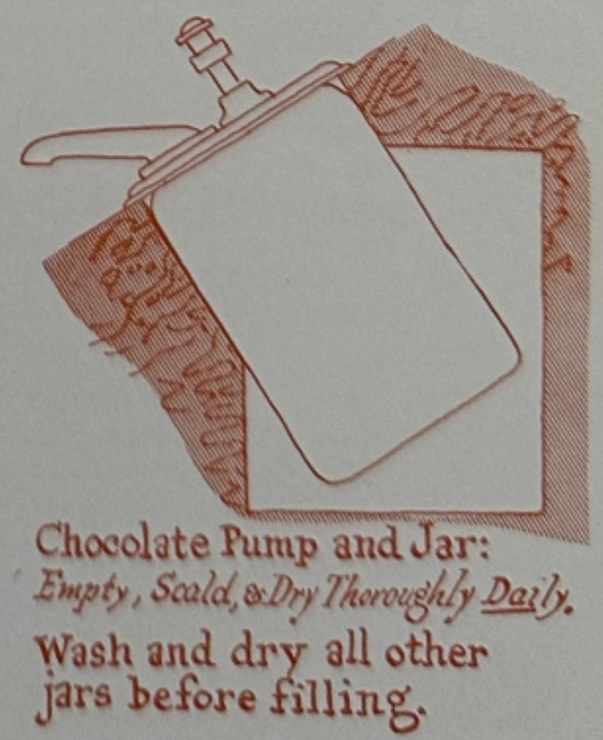
- Clean and sterilize refuse container
- Wash and scald and dry thoroughly chocolate pump and jar

(*Continued on Page Thirty*)









LINESS

THE EYES ARE UPON—

Counter top slab—keep clean and wiped dry.

Glassware—must be sparkling and sterile.

Even the "hard-to-get-at" places are scrutinized by customers.

Shoes, trousers, aprons of dispensers, are in view of customers

Lids of Ice Cream cabinet should be washed and shined, top and bottom.

Draft-arms—drip pan—and what goes with it—cleaned inside and out.

Equipment washed frequently throughout the day. Fruit extractors, mixers, toasters, urns, mirrors, etc.

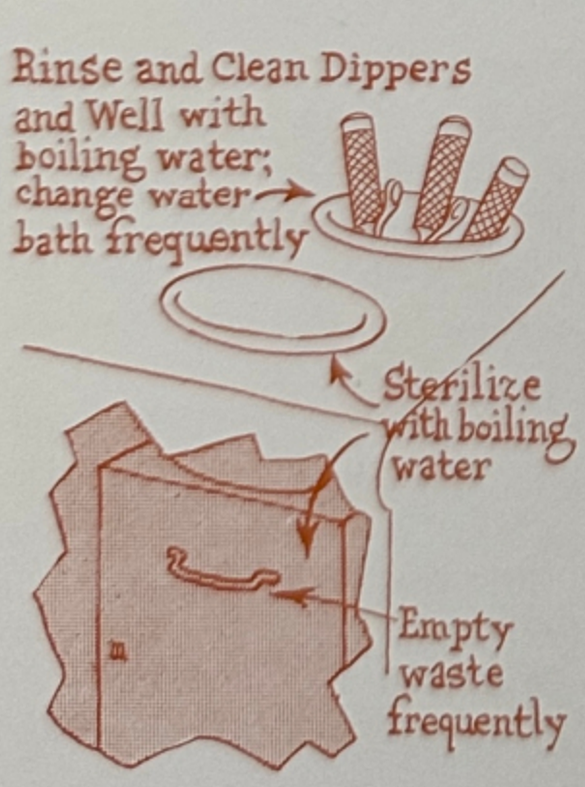
Dispensers must be clean and neat.

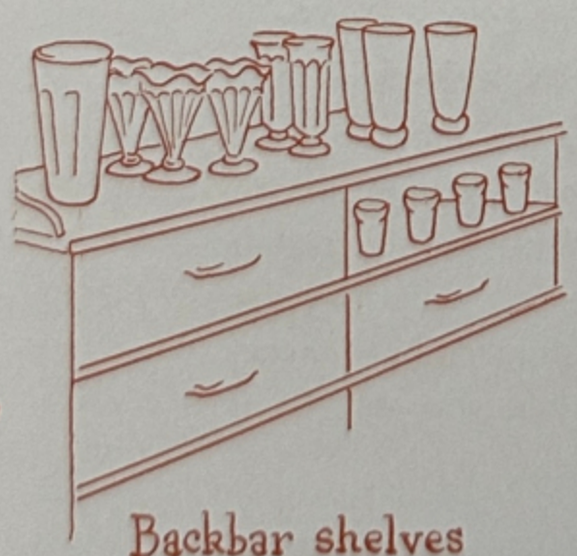
Service operations, graceful, prompt, courteous, clean and neat.

Dish washing and cleansing operations should not be coupled with service or preparation of food and should be out of sight whenever possible.

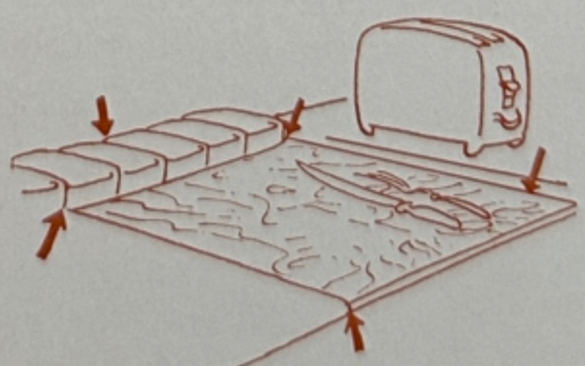
The one great sales point that no retailer should overlook is that the Ice Cream Department has an angle of success or failure which is seldom found in any other business; *every operation comes directly under the eyes of the customers, subject to their approval or citicism.*

Patrons get their first impression as they approach the counter. While they wait for their order and while they consume it, their gaze is fixed directly on the backbar, the drain boards and the dispenser. From their observations they form a definite opinion as to the sanitation and attractiveness of that Ice Cream Department. The fountain that cannot stand such critical inspection is jeopardizing a very necessary asset of success—*REPEAT BUSINESS.*

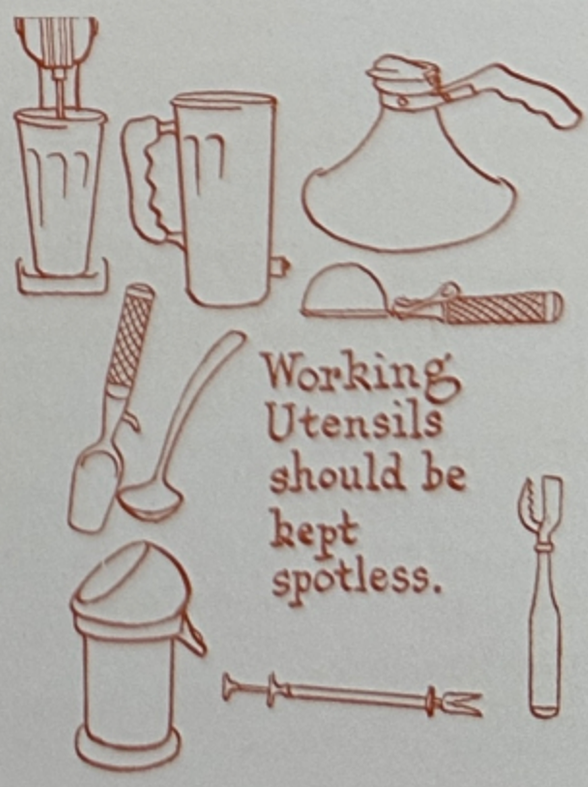




Backbar shelves cabinets & drawers need constant attention!



Cracks and crevices get filled with grease and crumbs unless cleaned frequently.



Working Utensils should be kept spotless.

(*Continued from Page Twenty-Eight*)

A Weekly Routine

Divide into a weekly routine tasks needed to be done both daily and weekly—that is, put some weekly and semi-weekly task into each day's schedule, so that not too many operations have to be done each day. A weekly schedule might read somewhat like this—

Monday

Pull all syrup and fruit jars, soap and rinse trough. Empty the jars (one at a time) in a container and wash thoroughly, and dry. Place pump in sink and pump hot water through; rinse in cold water and dry. Don't pour syrup into warm jar. Clean coffee urn. Thoroughly clean dipper wells. Unscrew nozzles of draft arms and clean thoroughly. Clean, polish draft arms and all pumps. Polish cabinet tops, well lids underside, work-boards and sinks. Check counter slab, tools and front of fountain. Clean under fountain. Sterilize refuse chute and container.

Tuesday

Remove everything from back-bar slab. Wash and polish mirror. Do not touch strips. Scrub back-bar slab, wipe down and polish all woodwork. Don't use soap on woodwork. Don't use metal polish on chromium plated parts. Scrub shelves in back-bar—keep shelves free of dead merchandise. Rub down all pumps and draft arms with damp towels, followed with dry towel. Polish cabinet tops, work-boards and sinks—check counter slab, stools, tables, chairs, and front of fountain. Sterilize chute and refuse container to kill bacteria, odor. Clean under fountain, wash floor.

Wednesday

Repeat Monday's duties exactly except check back-bar instead of Fountain slab, front and stools.

Thursday

Clean and polish all silverware, glasses, chinaware, straw holders, spoon holders, shakers, malted milk machines, etc. Make them sparkle. Wipe off draft arms, pumps. Polish cabinet tops, underside of well lids, work-boards and sinks. Sterilize refuse chute and container.

Friday

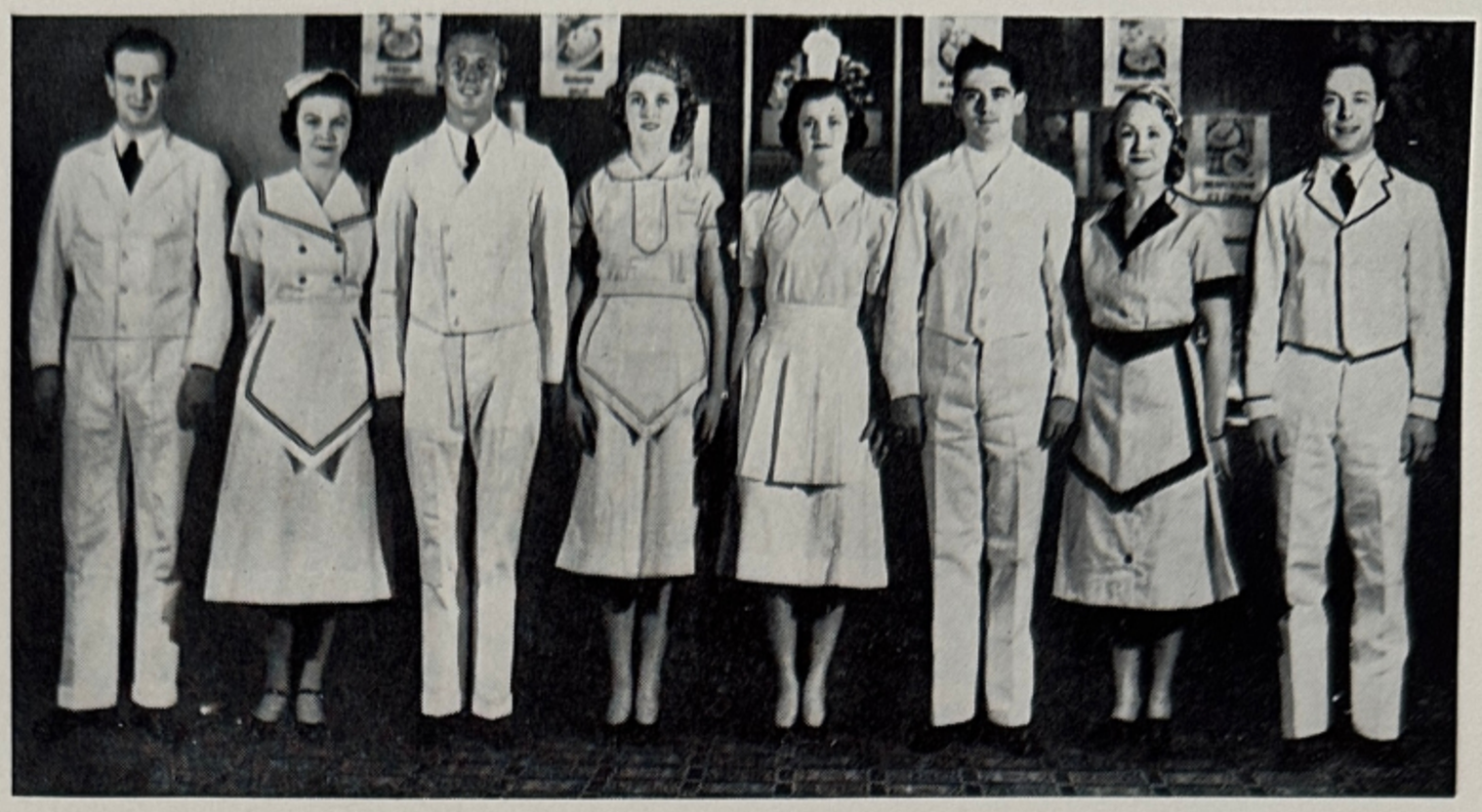
Follow Tuesday's routine exactly, except remove streamers and replace them with clean ones, and change streamer positions.

Saturday

Clean, sterilize refuse chute and container. Polish draft arms, pumps, workboard, etc. Pull all ice cream cans (one at a time) wash down wells with hot water, being sure to get bottom clean; use a sponge and pan. Keep wells defrosted (leave tops open if badly frosted, apply hot water with sponge, then frost can be taken off by hand). Don't use pick. Scrub floor racks. Clean coffee urn.

Sunday

Attend to miscellaneous duties. Do light cleaning only.



WE WHO SERVE ICE CREAM

Here we stand, ready to serve you with the world's finest food—ICE CREAM.

WE ARE CLEAN—uniforms spic and span—hair in order—faces, hands—all showing pride in appearance and shining with cleanliness.

You, the customer, will notice hair, hands, faces, uniforms, when you come to be served.

Maybe you won't even think about it, but the message of cleanliness goes out from us to you every time you enter the store.

We want that message to be *constant* —a part of the inviting picture you get each time we have the opportunity to serve you.

WE KNOW OUR JOBS—how to do our work well, quickly and neatly. We keep the corners shining and the fountain sparkling. We're trained in our work.

Sloppy service has no part in the cleanliness picture. We work accurately —with clean hands, using clean utensils, so that you, the customer, have every sanitary safeguard when you eat at our store.

WE LIKE OUR JOBS—so we serve you with a smile. You're our wages—you customers—so we want pay day every day, in satisfied customers. The more you order—the better our jobs will be. We like to see you come in—and come more than once.

SO WE ARE COURTEOUS—for we know people come back when they've been treated right.

WE ARE ALERT—for we know customers are in a hurry—so when you come in, we're ready with clean menu, clip on neatly attached to menu, featuring our specials, sparkling glass of water. We give you our whole attention so that we may get your order correctly the first time.

WE KNOW THE MENU—know the day's specials and how to suggest to customers, who haven't made up their minds, the combinations which will please them.

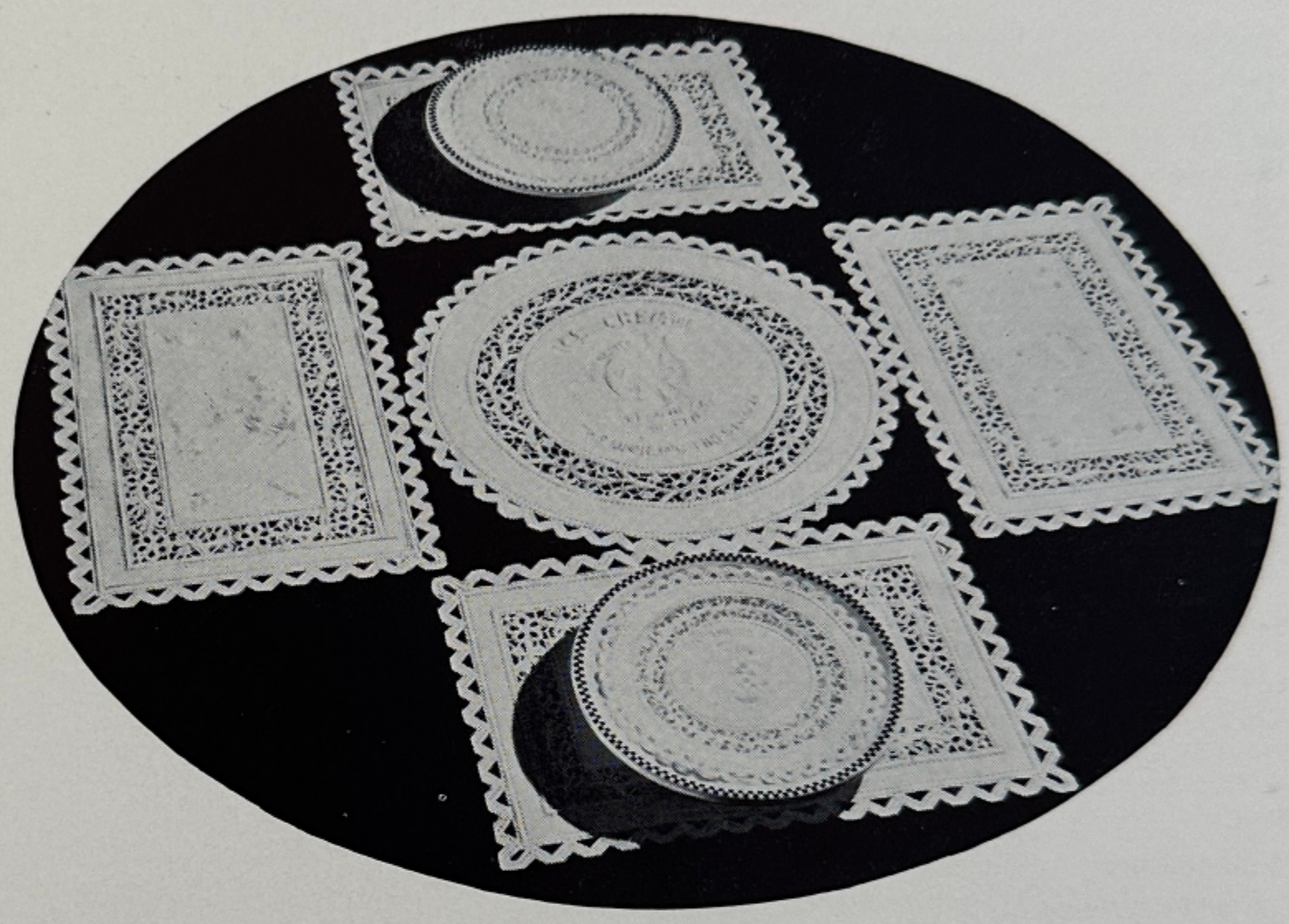
The manager of the store meets with us daily, to keep us "on our toes" in all points of our work, in every part of our service. He passes on to us, suggestions for improvement which reach us through our good friends and customers.

WE ARE APPRECIATIVE—and don't fail to "thank you" for the chance of serving you. We wish to leave you with the "I'll come again" feeling.

MAY WE SERVE YOU ICE CREAM?

TASTE
is affected by "Eye Appeal"

"DOLLING UP" WITH DOILIES



Are you using doilies in your store to your full advantage? Do you realize that you can obtain actual sales increases by "dolling up" your service with a little doily?

There are many of your women customers who, although they may not complain about eating their lunch from just a bare table, would certainly appreciate your thoughtfulness in using the place doily at the counter.

Doilies add distinction to service and help create an air of cleanliness and neatness.

The "single service" feature of doily use is appealing to customers—a reminder that their patronage is appreciated—that the store wishes to give them every attention, every safeguard.

Size of Doilies

Three sizes shown on this page are practical for use:

Round— 6 inch
Round—12 inch
Oblong—8 inch x 12 inch

Their Uses

Either the 12-inch round or the 8 x 12 inch oblong are excellent sizes for table or counter service. Embossed as shown, they keep your message before the customer during "making - up - the - mind" time. This is a "silent sales" angle not to be overlooked.

Underliners

The 6-inch round doily is most practical for underliner use. A doily should always be served on the underliner on an Ice Cream Soda or Sundae service, where underliner service is used. The 6-inch doily is useful, too, as center on four-person tables, under salt and pepper, menu stand, flower holder, etc.

One young hustling store manager puts a medium sized doily on the counter before each stool at the fountain, with a knife, fork and spoon set-up neatly placed on it. The clean whiteness of those doilies, against the black counter top, fairly jumps at you. If you are the least bit hungry or thirsty you will have a difficult time turning down that invitation to walk over and seat yourself at his fountain.

Of course, that is not why he is doing the "lion's share of the business" in his new store but it certainly is one of the little things that you notice and admire in his operation and it helps attract!

Doilies bought in quantities ars inexpensive. They justify their cost many times over, in the added attractiveness they give store and individual service. Their use is one more "refinement of service" so influential in increasing "repeat business" in the food department, soda fountain, restaurant, or tearoom, etc.

It's good business to "'Doll Up' With Doilies"!

SERVICE

Taste — "Sight" — "Hearing" — "Touch" — "Smell" —. *All* influence "Taste"—the "Big Boss" of food purchasing.

Sight — The clean, alert dispenser gives the customer's eye the first "come-on" signal.

Hearing — Noise irritates the eater. Quiet moving service is pleasant — more conducive to food enjoyment.

Touch — Sticky glass or counter — greasy plate — "black out" taste desire. Be sure your equipment and dishes send the "okay" to the touching fingers of your patrons.

Smell — Almost twin-to-taste. Dispenser should be sensitive to any odor which hints of fermented syrup — stale fruit, etc. Assure the satisfaction of delightful food aroma to the soda fountain customer.

Service is made efficient and customer-productive, by training personnel to appeal to Taste through Sight, Hearing, Touch, Smell.

There are *five* avenues to appetite stimulation.

Don't overlook the "other four" in *your* appeal to Taste.

1 The person in the mirror — the greatest competitor. Checks self for appearance. Makes certain uniform, hair, face, nails, hands, shoes, etc. are all "up-to-the-mark." Sees "self as other see him."

2 Cheerful "Good - Morning" to employer. Listens attentively to instructions for day.

3 Checks menu to *learn* day's specials — prices — combinations — for suggestive selling.

4 Ready to serve! Smiling, alert, clean, attentive.

5 Doily, napkin, glass of water — and the menu, given *promptly* to customer.

6 Listens attentively to order. Repeats, to verify.

7 The service — speedy, quiet, accurate and pleasant.

8 "Thank You" — and a smile, with the presentation of the check.

9 On the lookout for additional needs. Keeps water glass filled. Alert for opportunity for suggestions to increase sales check.

10 "Believe it or not" — the cashier is a key person in your sales success. What she does and says determines the final reaction of the customer to your store. Keep your cashier smiling, gracious.

WATCH WHAT YOU SAY!

By ELMER WHEELER
President Tested Selling Institute,
New York City

WORDS have their day, even as you and I. Sales talk should fit today's trends, the same as styles or songs.

A few years ago everybody was singing, "The music goes down and around." Now you never hear it.

Your father or grandfather probably had a handlebar mustache, but *you* wouldn't think of it. Many things, "tops" in the Gay Nineties, are only a laugh now.

In the ice cream industry, consider how manufacturing, delivering and retailing methods have changed, how other flavors have come along to supplement the old reliables—chocolate, vanilla and strawberry.

It's the same in selling—you can't use relics, except in an antique shop. Modernize your vocabulary—stream-line your sentences.

Old moss-covered "openers" that should promptly be laid to rest include: "How about some . . .?" (Well, how about it?)

"How ya fixed for . . .?" (I'm fixed fine; how are you fixed?)

Such expressions contain no sales dynamite; they're plain duds. Fizzles instead of sizzles. Avoid them!

A Red-Cap Knew How!

I was rushing through Pennsylvania Station the other day with my grip in my hand. A smiling porter pointed to my bag and said, "Which train are you catching?"

Thinking the schedule might have been changed, I replied I was catching the ten o'clock express. Reaching for my bag, the porter said, "I'll get you *direct* to the *right* platform *quickly*."

"Fine!" was my reply.

On the train I realized that the porter had used a surefire sales sentence on me. He got a tip. I got to the train quickly. We both profited.

But suppose the porter had approached me with the usual "Carry your bag?" I would have said, "No," because it is light and there's no need for a man to run after me with such a small bag. He was more subtle, however.

Years of using words and techniques on all kinds of people had taught this porter to avoid the old hackneyed expressions and use words that work.

This is what it takes—bright words, striking words that paint a pleasant picture for the prospect, making it seem to be the most natural thing in the world for him to say, "Yes."

Words That Work

"Was there anything else?" "That all?" "You wouldn't be interested in some raspberry ice, would you?" Such approaches do *not* help sell customers.

Likewise, "I like it myself," "Our biggest seller," "A swell number," are all out-of-date expressions. Customers have heard them so often they have lost all meaning. Certainly they give no reason for people to buy more or pay more. Bury these dead ones!

Basically, customers are pretty much alike. We all like quality and flavor and extra good value for our money. This explains why the basic selling sentence that will sell one person will usually sell six out of every ten.

Words With Whiskers

One of the hardest working salesmen I know fails because he talks too long and repeats worn-out expressions.

Again and again he says, "In other words." He tells all his ideas "in other words" many times over. It is best to bury "in other words." Tie in your illustrations and proofs by saying, "For example" or "For instance."

Another phrase with whiskers is: "Let me make myself clearer." Speak the right words the first time and you won't have to make them clearer.

Other phrases for the barber to trim are these: "As I said before." "You know . . ." "I says to him . . . and he says to me. . . ."

Sentences should not begin with "Look," "Listen," or "Frankly," nor with "I'm telling you," "Take my word for it," or "Between you and me."

Sentences should not end with "See?" or "Understand?"

These expressions may all be likened to old clothes, baggy in the knees and with a shine in the seat. Even worse are those that take a crude slap at competition, such as:

"Yeah, but their ice cream (or ices) are no good." Or, "I wouldn't depend on what those folks say."

Another bad approach is to lean lazily on the counter, instead of showing lively interest and using some animation.

Also avoid talking about how *bad* business is! About the only worse technique is to indulge in some peculiar habit, such as picking your teeth, scratching your ear, or pulling your nose.

Words That Kill Sales

Avoid all such "cocky" statements as these:

"You're absolutely wrong about this!"

"Of course, if you want something cheaper, I can give it to you."

"I know my business; it's exactly as I say."

"Listen to me—you just can't go wrong on this."

We also rate low the salesman who sells "soft soap" instead of merchandise with such futile expressions as "Your pleasure is our pleasure." "We have your interest at heart." "A person as keen as you will appreciate this." Avoid words so evidently commonplace or bearing false flattery; most prospects are on to them today.

Negative sales talk includes: "This is between you and me." "I wouldn't want this to get around." "Don't tell anybody I said this." Such things are better left unsaid.

A good plan is to inventory your vocabulary every few months. Go through it and bid a fond farewell to negative and worn out words. Only the live ones pay a profit.

A Slight Case of Salesmanship

A man was recently spotted climbing onto the narrow ledge of a New York hotel, eighteen stories above the street, ready to leap to his death.

A secretary in a nearby office screamed. The man hesitated. People rushed up to adjoining windows. For over an hour they pleaded with him not

to jump. A fireman told him to get back. A rabbi reminded him that suicide was against his religion. The cops shouted, "Get off that ledge—wanna get killed?"

Then a young lady in my office was called to the scene. She tested sentences on him. "Shall I get you a cup of coffee?" didn't work. Neither did the suggestion of a glass of wine. Finally, she cried, "You look *silly* on that ledge! Get down before your wife sees you making a *fool* of yourself!" The would-be suicide got down, touched at that most vulnerable point—his vanity.

It was front-page news that a few sentences decided this matter of life and death. Yet every day the transactions you engage in are usually decided by words—how many ice cream products you will sell and how many companionate items.

Helpful Selling

The word "you" in a sales presentation gives far better results than the "I." This is because customers always think of themselves first. It is their tastes, their desires, you should try to anticipate. Help them to solve the question uppermost in their minds:

"What Should I Buy—and Why?"

Remember, the prospect cares little what *you* think or what *you* want. He's occupied with his own interests. It's human nature to be selfish, so plan everything you say or do from the other fellow's viewpoint and you'll go further. Show how and why the special ice cream item you recommend to him or her is worth trying.

Even sizzles that are good may differ widely in their importance to the prospect. "You-ability" enables you to fit your sales presentation to each prospect; see things from his side of the fence, state your "reasons why" according to their importance to him.

With your regular customers, especially, try to give them the kind of helpful service they want.

Make Usable Suggestions

Pass along good suggestions for new and different ways to serve ice cream—either in their own store or in their homes.

One week stress the sale of fancy ice cream for parties and special occasions. Next week feature the sale of special flavors or ices—various methods to add to the usual quota of "vanilla, chocolate and strawberry".

Encourage the use of pie a la mode, stating "ice cream makes the pie taste twice as good".

In stores where food is served, suggest that with every meal or sandwich, the order takers say, "What kind of ice cream do you want for dessert?" Don't ask IF—ask WHICH.

Always remind the store owner or manager of the importance of clean hands and nails, hair properly brushed back, clean uniforms and wiping cloths when serving ice cream.

Always serve water and napkin with ice cream, so the customer doesn't have to ask for it or be inconvenienced.

And remember, a couple of little cookies with a 10c dish of ice cream make it look like a 15c or 20c dish.

All these and other similar ideas stimulate the sale of ice cream and return dividends to the alert attendant.

People Like to Say "No"

It is easier for most folks to say "No" than "Yes" because they figure that the word "yes" indicates "giving in". They pride themselves on having a strong will so they say "no".

This is false logic but the fact remains that, in selling, you can't afford to let the other fellow register a "no" first. If you do, then you have a mountain to move; you have to unfold his "crossed arms," for he likes to "stick by his guns".

Hence, every time you ask a question that the prospect can answer in the negative you are unnecessarily handicapping yourself. With a little thought you can almost always change your words about in such a manner that they bring out "yes" answers. Make it easy for the customer to say yes.

Ways to Prevent "No"

An excellent example of the way to do this can be shown in handling customer objections. If you say "That's a foolish reason for not buying", the customer most likely will come back with, "No sir—it's a GOOD reason . . ." and the argument is on.

When you run across a prospect who wants to raise objections or arguments, just quietly say one word to him every time he tries to make a point. That one little word is "Why?".

Ask "why" to meet any kind of objection. It is a hard one for the prospect to overcome; it places the burden of proof on him. Remember, the selling word is mightier than the price tag.

Sum Up the Benefits

Always try to classify each customer properly as to his or her needs or desires before you try to sell. Inquire before you unload your sales barrage! Then *sum up* the customer's *needs* as well as the *benefits* they will receive from what you are selling.

Go over the Five Wheelerpoints listed herewith. Memorize them; interpret them into your own business. Find the sizzles in what you are selling, and practice putting them into ten-second "telegrams." Then "say it with flowers," and study your voice delivery. Does it sound friendly, sincere, honest, convincing?

All these points will help you in creating interest, desire, and eventual purchase.

Five Famous Wheeler Points

(1) "Don't Sell the Steak—SELL the SIZZLE!"

The "sizzle" is the biggest selling point in a sales presentation. The "sizzling" of the steak starts the sale more than the cow ever did, though the cow is very necessary.

(2) "Don't Write—TELEGRAPH!"

Get the prospect's immediate attention in the fewest possible words. Talk "telegraphically"—make every word count.

(3) "Say It With FLOWERS!"

"Say It With Flowers" simply means, PROVE your statements!—support your words! "'Happy returns of the day", when accompanied by flowers, proves you mean it.

(4) "Don't Ask IF—Ask WHICH!"

Never ask a prospect IF he wants to buy—but WHICH, WHEN, WHERE and HOW! Always give him a choice between something and something—never between something and nothing.

(5) "Watch Your Bark"

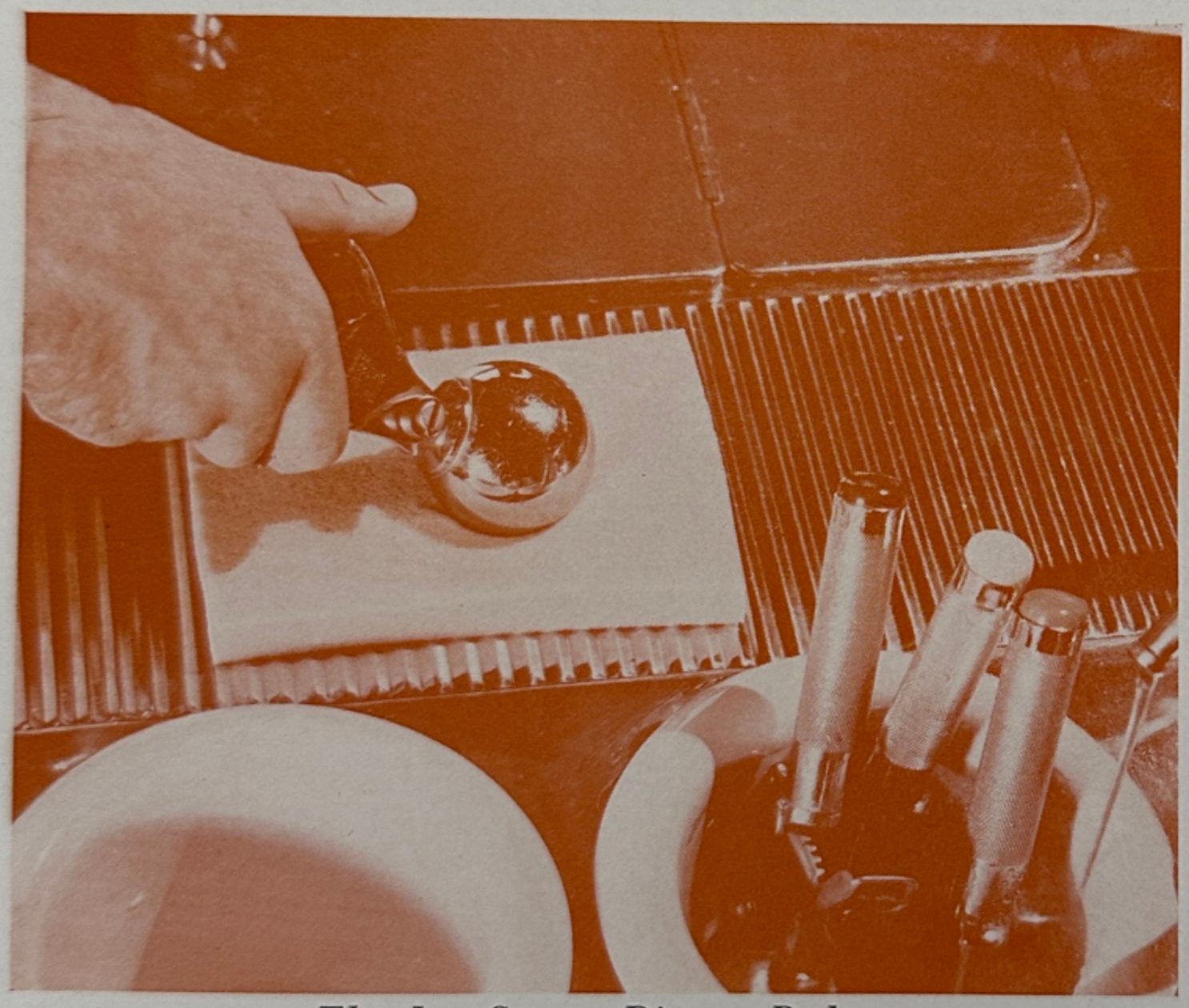
Consider how much a little dog can express with just one word and one tail to wag, What he can do with the tone of his "woof" and the "wag" of his tail in conveying his many messages is well worth emulating.

———: :———

In the above article, Mr. Wheeler has pointed up many angles of salesmanship, by which we can all "check up" on our own customer approaches. Though Sales Technique is stressed throughout, most of the suggestions and illustrations are applicable to the larger field of merchandising. There are as well, many ideas adaptable to the use of the retail dealer, in training ice cream department personnel, for effective customer interest and satisfaction.

Increasing the volume of business through increased customer acceptance of your product, is fundamental in every business. The merchandiser is a key man in this set-up, and the suggestions made here for his more efficient functioning, are practical, valuable, and based on years of experience in the field.

Correct
DIPPING
is simple



The Ice Cream Dipper Pad

Ice crystals, on an Ice Cream serving, definitely detract from taste appeal and profits. Ice crystals are the result of careless dipping by untrained or indifferent personnel. Ice crystals should never be present in correct Ice Cream service.

Each time the Ice Cream disher is to be used, it is essential that all the water be removed from the disher.

This eliminates possibility of formation of ice crystals on the Ice Cream service and of contamination from dirty dipper wells.

The dipper pad is the modern solution to removing water from the dipper. Tap ice cream dipper each and every time it is taken from the dipper well.

This sanitary cellulose dipper pad is compact, durable, absorbs up to twenty times its weight in water. Cut in fashion shown, the dipper pad takes up only a small amount of space on the cabinet. 4½″ x 6½″—¾ of an inch thick—it has the great advantage of easy cleaning—can be boiled or otherwise sterilized.

In use, the dipper pad should be thoroughly rinsed with hot water at least once an hour and sterilized once a day, as part of regular clean-up routine.

Correct dipping of Ice Cream may mean the difference between profit and loss.

It isn't difficult to dip Ice Cream correctly. It is simple, in fact, *easier*, to dip right.

Every person who dips Ice Cream should know the "how and why" of these four important points.

1. Knowledge of how to dip. This is charted here for easy understanding.

2. Sharp edged dippers are essential. Examine dippers frequently to be sure they are in satisfactory working condition.

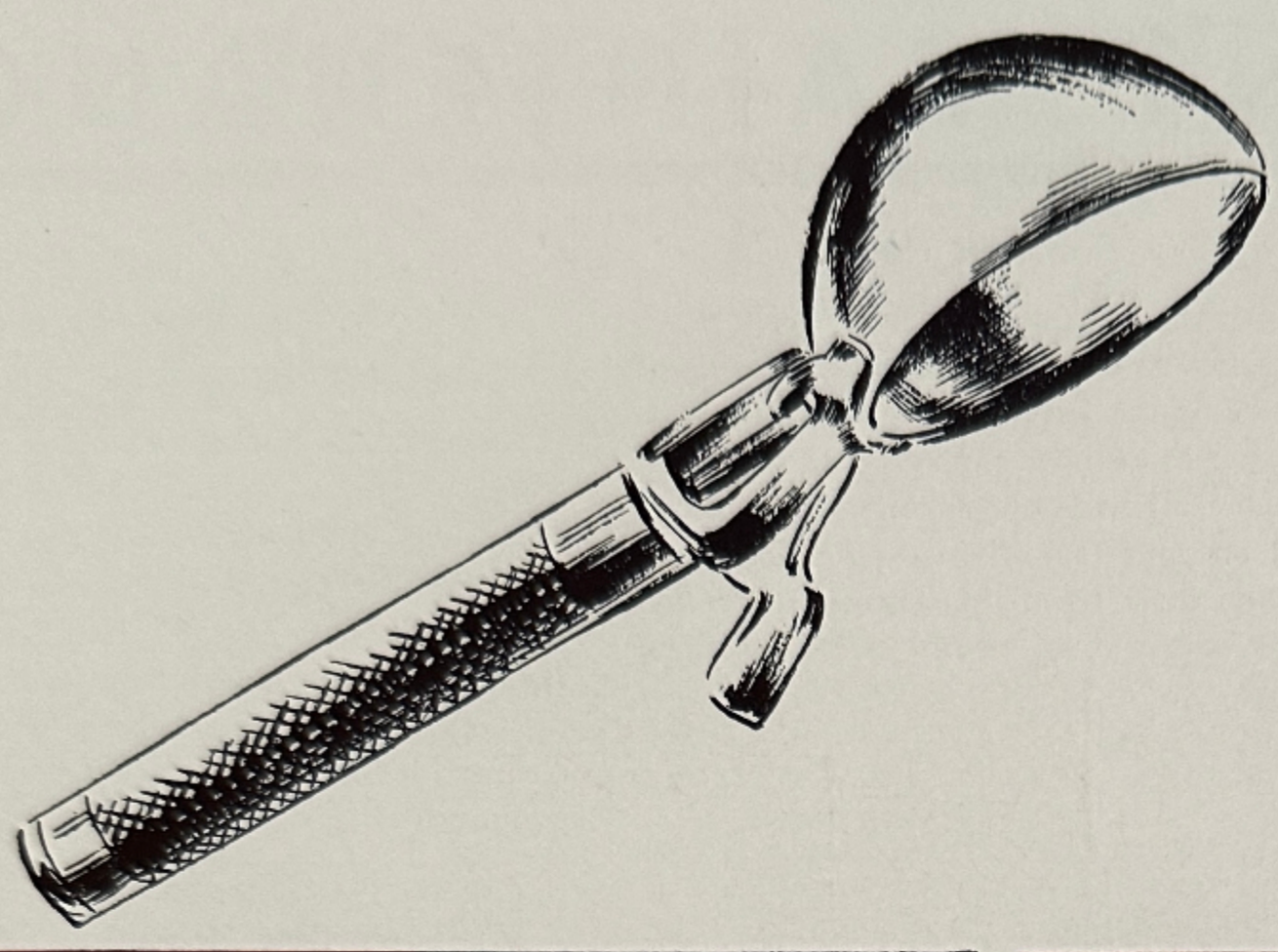
3. Temperature of the Ice Cream.

Ice Cream should be firm enough to *cut* readily—not so hard that much pressure is required to fill dipper—not so soft as to cause shrinkage in dipping.

4. Cans must be stationary. Using the correct circular dipping motion, it is practically impossible to lower Ice Cream surface evenly, unless can is stationary.

Consistently following these suggestions and training personnel in the method of dipping as here charted, will result in obtaining a satisfactory number of portions from each can of Ice Cream you sell. Your portions will also look better.

CORRECT DIPPING PAYS

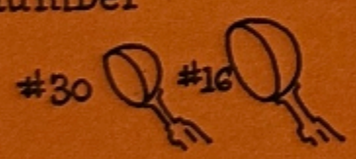


The Ice Cream dippers are used more frequently perhaps than any other piece of equipment. A good Ice Cream dipper holds the edge, seldom requires sharpening, and reduces physical strain on the user. It's good business sense to pay a little more to get a good Ice Cream dipper.

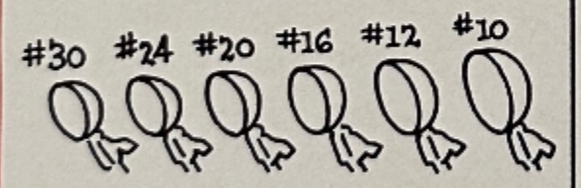
NO –I make no profit!

YES –there is profit in Ice Cream! ... *When properly handled, and ethusiastically featured!*

X He has improper tools-in dirty condition Wrong sizes-Insufficient number

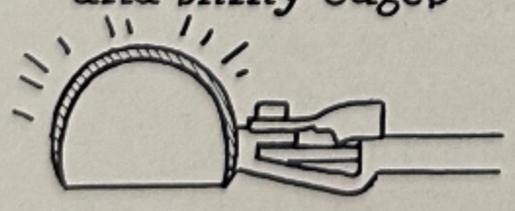


✓ Proper Tools: Clean and sanitary -Correct sizes and sufficient number

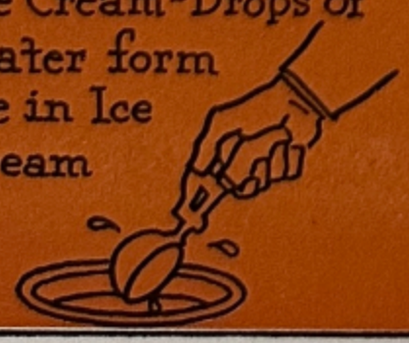


X Wrong kind of dippers-Bent and dull edges

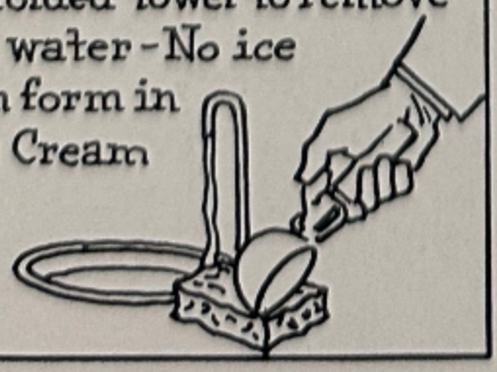
✓ Right kind of dippers-Sharp and shiny edges



X He goes from dirty dipper-well direct to Ice Cream-Drops of water form ice in Ice Cream

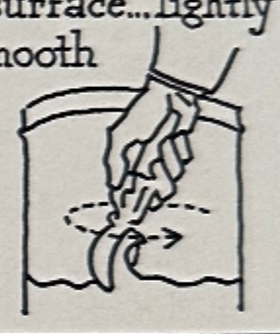


✓ Sanitary Dipper-Well... Tap scoop on Cellulose sponge or folded towel to remove all water-No ice can form in Ice Cream



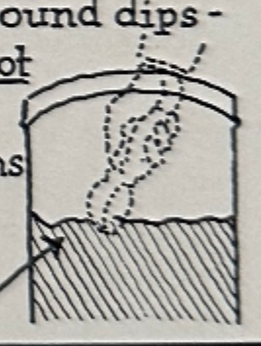
NO He jabs dipper into Ice Cream...Pushes down with all his weight ...Profits "Gone with the wind" -Draws to side of can with main force...Presses a lot of Ice Cream into a small looking dip.

YES Dispenser moves sharp-edged dipper in circle...cuts ribbon of Ice Cream off surface...lightly rolls it into smooth round ball ...Profits dished out, not squeezed out!



X He keeps jabbing with dipper...makes a hole way down in center ...Uses heavy pressure...Digs the Ice Cream out by main force Texture is ruined [*Ice Cream becomes frosty*]

✓ Dispenser continues to cut Ice Cream as above - Uses moderate pressure... Cuts out nice round dips - Ice Cream is not compressed - Texture remains consistent. [*No frost in Ice Cream*]



X His coat sleeve gets smeared with Ice Cream- [*He digs with force*]

✓ Coat sleeve is kept clean- [*He dips with dipper*]

X He finds it necessary to scrape Ice Cream from sides of can-Shoves Ice Cream down to fill up hole-Further reduces number of dips available

✓ Dispenser continues to cut Ice Cream from nearly level surface right to bottom of can-Obtains greatest number of dips. Profit has been dipped out, not pushed out of can

EQUIPMENT MAINTENANCE

"A STITCH IN TIME SAVES NINE" when it comes to keeping your equipment in good order.

Complete Inspection of All Equipment

On a certain morning each week take a screwdriver, hammer, wrench, and flashlight. Start at one end of the fountain and inspect each piece of equipment.

Gas

Inspect gas burners. If too much yellow flame, have burners adjusted.

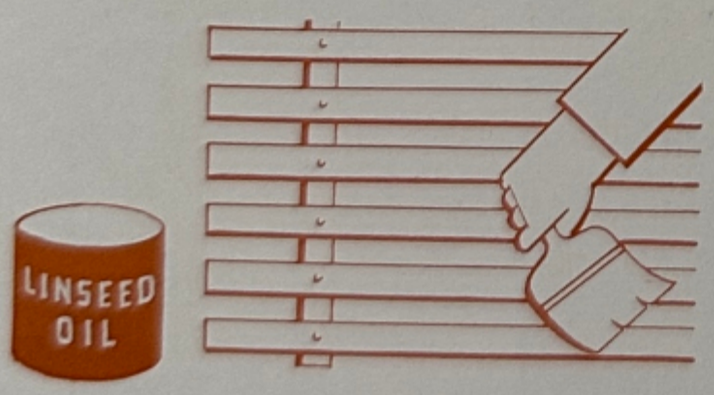
Costly Fruit and Syrup Jars

Breaking syrup and fruit jars during washing is the utmost in carelessness, yet this form of "accident" does happen. If there are any cracked or broken jars on YOUR fountain, *replace* them now. Don't stick them together with adhesive tape.

Breakage of Dishes

You are bound to have some breakage in dishes regardless of care in handling. Usually, however, the number of dishes and glasses broken can be cut down considerably by giving some time and thought to the situation. Study your dishwashing arrangement. Neat wooden racks both on the drain boards of the sink in the kitchen and also on the shelves where glassware is stored are helpful in preventing breakage.

Let your help know the costs of glassware and dishes and point out that the broken articles are the net profit on so many five and ten cent sales.



Floor Slats

Floor slats, before being used, should be soaked with linseed oil. The dirt does not work into the wood if this practice is followed and the slats become whiter after scrubbing. In addition to regular scrubbing, take the slats to an auto laundry once a week and allow them to be sprayed with live steam.

Constant Care

One thing that is usually very much neglected is the tightening of any bolts or screws on the fountain, especially on moving parts such as covers on the cabinet. Tighten all bolts and screws that you can find on your tour of inspection but don't tighten them too tight. Turning them too tight is just about as bad as leaving them loose.

Woodwork

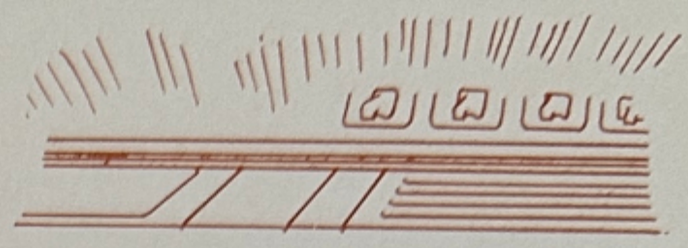
Woodwork should be cleaned and polished frequently with a good cleaner and polisher. Never use soap.

Stools

Stools should be tightened whenever they become loose at the base. If seat of stool is leather or leatherette, it should be washed frequently with Saddle Soap. An old stool will look new again if washed with this soap. Lift up the stool seat. If rod extending into stool base is dry, lubricate it with hard oil. This practice will not only eliminate any screeching sound when stool is spun, but will cause stool base to stay tightened much longer.

Compressors

Have these checked periodically for mechanism disorders. Keep oil cups filled. Keep compressor clean. A greasy, dusty compressor is a fire hazard.



Polishing

Equipment that is kept clean and polished will not corrode and rust. Use polishes that are not abrasive to the extent of being gritty. (Lava Soap is a good cleaner for the newer stainless steel covered equipment.)

Hazards

A slippery floor, a cracked or broken piece of glass, a jagged piece of metal, a loose stool step or wabbly chair are a few of the many hazards that, if they do not bring about lawsuits, will, at least, lose patronage. Be on the lookout constantly for hazards.

Faucets

A dripping faucet is a seemingly unimportant item. Figures available at your own City Water Department will change that opinion. The amount of water wasted because of a dripping faucet varies according to the city water pressure. Taking for the sake of figures, a pressure of 50 pounds—a faucet will drip 5,146 gallons in a year. Should the faucet be the carbonator faucet the flow would be even faster, with increase in loss.

You can easily learn how to change the washers and tumblers in your draft arms and in the water faucets.

Systematize Equipment Maintenance

The foregoing suggestions are by no means intended to cover the subject of "Equipment Maintenance." It would take a book to do that. However, it will give the reader some idea on how to systematize his procedure in giving equipment proper care, to assure maximum usefulness.

EFFICIENCY RATING CHART

This efficiency rating card gives you reminders on points to check in the operation of the retail store. If you don't "rate" 75% or over when you fill in your own score, get busy!

EQUIPMENT	POSSIBLE POINTS	YOUR SCORE
Is carbonator in good condition? Oiled regularly?	2	
Are cooler box, Ice Cream cabinets in good condition, defrosted, when needed, and working properly?	4	
Are compressors working properly—clean and oiled?	2	
Are syrup pumps in good condition—regulated to throw right amount of syrup?	2	
Fruit and syrup jars in good condition—clean?	2	
Draft arms and faucets in good condition—replacement parts on hand?	2	
Toasters working properly? Extra elements on hand?	1	
Sterilizer doing real job of sterilizing?	2	
Stools tight; return rachets or pivots oiled?	1	
Crockery, silverware, glassware—in good condition? Ample supply?	1	
Ice Cream dippers sharp? Springs strong? Ice Cream spade straight with good cutting edges?	4	
Dipping pad in good condition? Extra one on hand?	1	
Menus — clean — clearly typed—replaced when worn?	1	
CLEAN UP CHECK UP		
Milk compartment—clean, free from odor?	2	
Fountain, drain board and sinks—clean and shiny?	2	
Glassware, silver, china, clean and bright?	1	
Dipper well water bath changed often?	2	
Back bar equipment, mirrors, clean, shiny?	2	
Counter top, wainscot, stools, clean, free from stickiness?	2	

	POSSIBLE POINTS	YOUR SCORE
Floor underneath fountain, floor slats or mat clean?	2	
Garbage receptacles emptied often through the day?	2	
Stock room in good condition—orderly?	2	
Floor swept frequently—each day?	2	
Show windows, door glass, clean and shiny?	2	
PERSONNEL		
Appearance, neat and clean, uniform, cap, shoes, etc.?	5	
Dispensers properly trained? Does each follow formulae correctly?	4	
Do dispensers make all orders uniform?	3	
Do dispensers dip Ice Cream properly?	5	
Dipper tapped on pad before each use?	5	
Fruit and topping stirred before each use?	2	
Ice Cream "to go" carefully packed? Hostess suggestions given with each order of Ice Cream going out?	4	
Sundaes made attractively—served on underliner or doily?	4	
Is menu studied—specials and prices memorized?	4	
Counter—kept clean and dry—dirty dishes promptly removed?	3	
Sufficient lithographed streamers and signs on windows and mirrors?	3	
Modern merchandising methods followed —displays kept attractive?	3	
Are weekly classes held—duties of individuals clearly outlined?	3	
Spirit of cooperation developed and encouraged?	3	
Money properly collected?	3	
TOTAL	100	

CARBONATION

THE LIFE OF THE DRINK

There has always been a demand for the health-giving, invigorating qualities of gas-impregnated waters. To obtain these qualities, our forefathers traveled many miles to nature's widely separated spas.

In 1805 a noted Philadelphia physician prescribed carbonated water for one of his patients. The prescription was filled by the local Apothecary, Townsend Speakman. This was the first artificially carbonated water in America. The patient improved and the cure became famous.

Later, fruit flavors were added to make this popular medicinal water into a delicious beverage.

Today, carbonated water is within the reach of all—drawn from many spas in the form of fountain draft arms which dot the nation from coast to coast.

We owe a debt of gratitude to those first pioneers who worked out the formulae of carbonation upon which much of the success of the soda fountain has depended.

We've come a long way since the old days of the barrel - on - a - rocker in the basement. In fact, we have advanced so far that today's carbonators need a minimum attention. However, don't let that result in too little care being given to the carbonator. A minimum means little, true, but it also means *some*.

Carbonation, then, needs *some* attention. How much or how little depends upon the condition of the carbonating machinery itself.

The carbonator itself is deserving of some careful thought. An obsolete, worn out carbonator is a detriment and a money loser at best. It is false economy to endeavor to work with a carbonator that has "served its time and has earned retirement."

When it is necessary to call in a repair man to repair the carbonator, make sure first that he is capable of doing the job. Servicing a carbonator calls for a person thoroughly experienced in his work. Don't let a plumber do his experimenting on your carbonator.

So-called cheap repair men more often than not result in very expensive repair men if they are not familiar with the work they are to do.

Installing the New Carbonator

Many technical essentials should be followed at the time a new carbonator is installed and needs the supervision of a person well versed in these essentials. It is, therefore, advisable not only to have a good plumber hook up the carbonator but also an experienced carbonator service man to direct the work of the plumber. This service man is supplied by the people from whom the new carbonator is purchased.

Location

The new carbonator should be installed in a clean, dry place, as close to the fountain as possible. It should also be placed so as to be readily accessible so that it can be examined and oiled regularly. It should be kept away from all heating units and the coils going to the fountain should likewise not pass close to any heating unit.

Good Water

If there is any possibility of the city water being oily or containing any grainy substances such as sand, there should be a filter and a storage jar attached to the water inlet.

Value of Cold Water

The idea that you can have saturated water at only one temperature, is wrong. By studying the chart (Figure No. 1) you will see that you can have saturated water at different pressures, depending on the temperature of the water entering the carbonator. However, it is the best practice to set the gauge on the drum at 125 lbs. and leave it at that pressure.

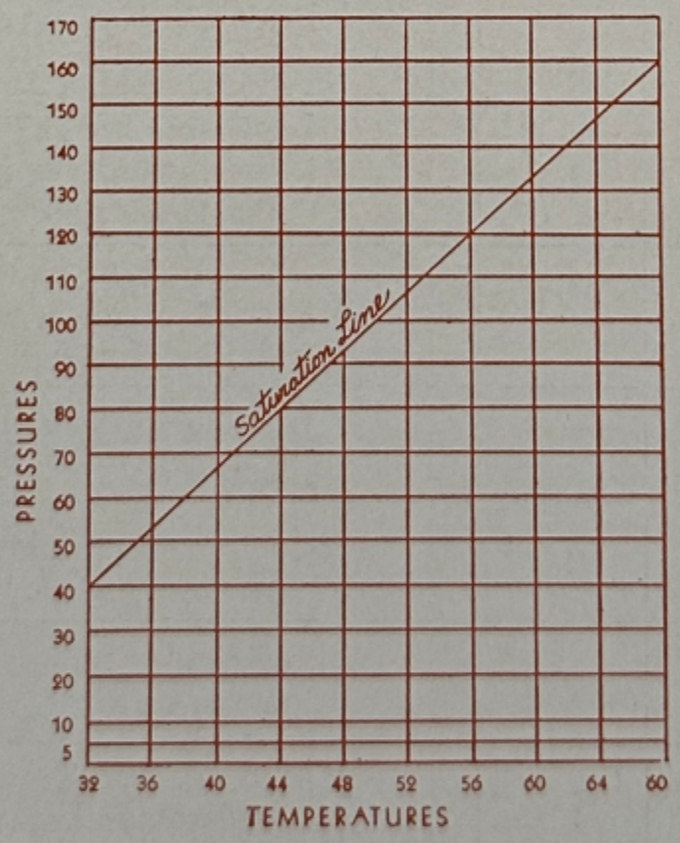
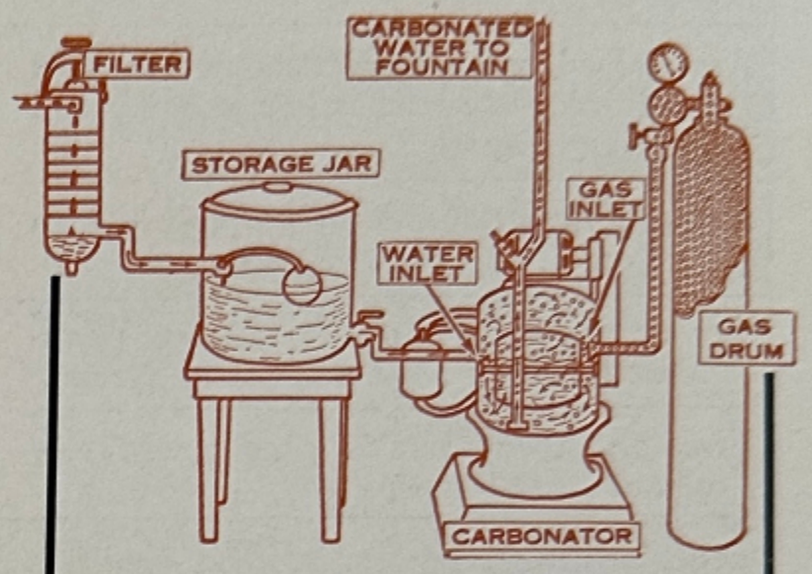


FIGURE NO. 1

Proper Fountain Refrigeration

Cold water holds carbonation. Warm water does not. It is essential that the refrigerating equipment is adequate and in good working order. Test the water coming out of the draft arm with a thermometer. If the temperature is above 50 degrees, the water will quickly lose its carbonation, the zest and life of the drink.



FOR BEGINNERS

To the beginner a carbonator seems to be a complicated machine. To understand its operation and purpose we will explain it briefly, in simple non-technical fashion.

Just imagine that all this complicated looking machinery is a 5-gallon tank with a rounded top, and in the tank are paddles which revolve at certain times.

The carbonated water is held in this tank. When you have used up the full 5 gallons of carbonated water, the machine turns itself on automatically and the paddles start spinning around inside the tank. At the same time, the city water, in spray fashion, enters the tank, and carbonic gas is automatically released from the drum into the carbonator tank. With the churning paddles, gas and water are mixed together. These paddles are called agitators. When the full 5 gallons of carbonated water have been made in this manner, the machine shuts itself off automatically and does not turn on again until the water reaches the low level which automatically starts the process over again.

While the carbonated water is in the tank or in the pipe line the gas is held in the water. Incorrect dispensing from the draft arm, or over-stirring a drink, or pouring carbonated water from one glass to another, will reduce the amount of carbonation and cause flat drinks.

In 1805 a noted physician of Philadelphia prescribed carbonated water for one of his patients. The prescription was filled by the local apothecary, Townsend Speakman.

This was the first artificially carbonated water in America. The patient improved and the cure became famous.

Later fruit flavors were added to make this popular medicinal water into a delicious beverage. This was the beginning of the soda water business.

These five factors identify quality in a carbonated drink:

No. 1 — High Carbonation.

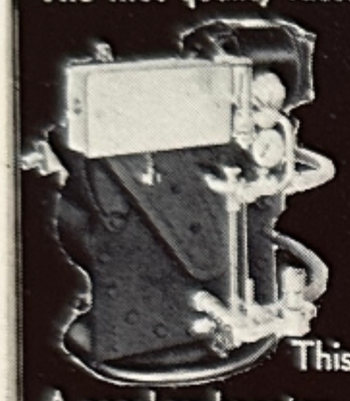
No. 2 — Chilled Water.

No. 3 — Quality Flavors.

No. 4 — Chilled Syrup.

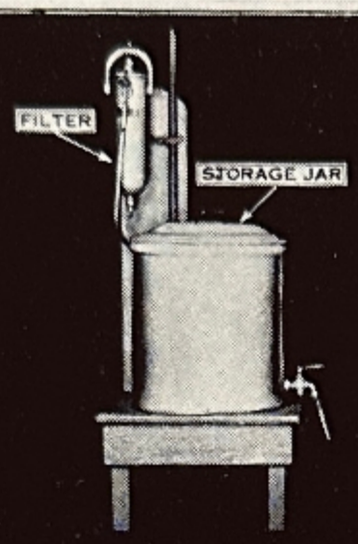
No. 5 — Proper Dispensing.

The first quality factor is *High Carbonation.*

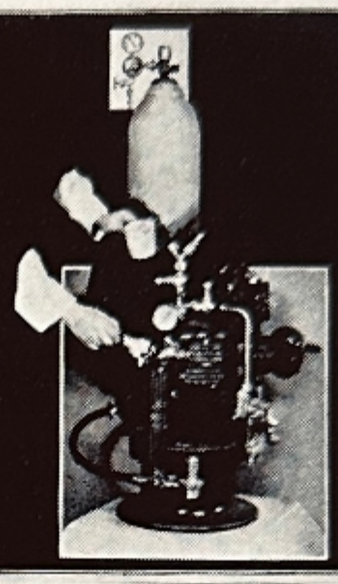


This Requires

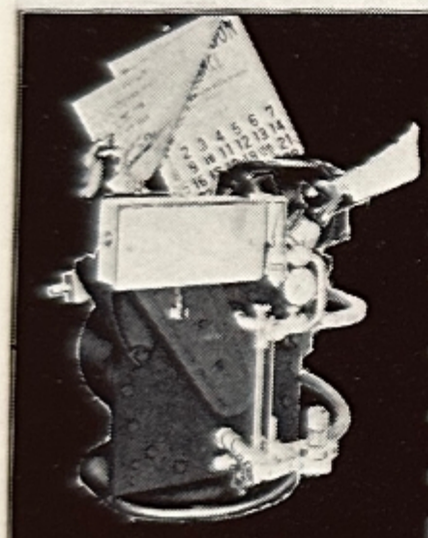
A good carbonator + A thorough knowledge of carbonation



Sediment and air are foes of good carbonation. Use a filter and storage jar to prevent them from entering the carbonator.

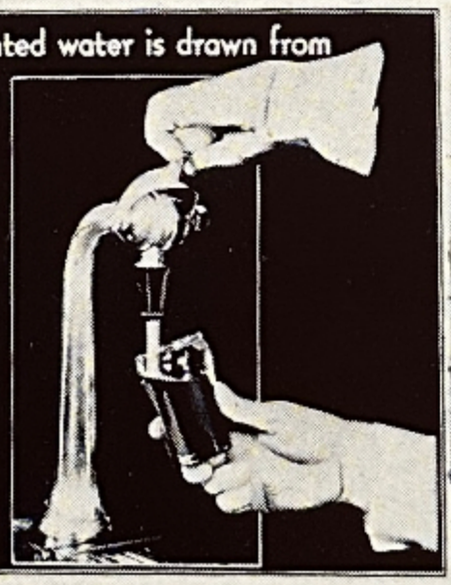


To test for leaks, apply lather to connections. Bubbles indicate escaping gas. Leaks below the water line are indicated by moisture.



Carefully inspect and oil the carbonator every thirty days. These precautions will insure proper carbonation and save many dollars in repair bills.

When the carbonated water is drawn from the draft arm, the care and skill of the operator is responsible for retaining the carbonation in the finished drink.



To avoid over-agitation

Draw water from draft arm against the side of the glass.

Stir gently and only enough to mix the syrup with water.

Half cleaned glasses not only look bad but the film of fat drives away carbonation and customers.

Use only dry, clean, polished glasses.

Do not use fancy methods.

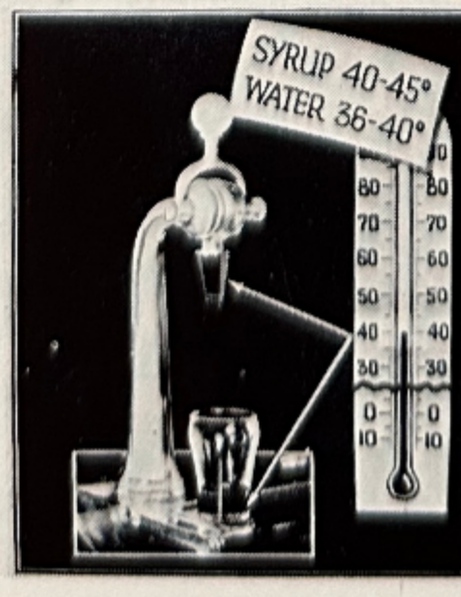
The unnecessary agitation drives off gas and results in flat drinks.

Chilled water holds carbonation.

To retain the pleasing zest of high carbonation, THE TEMPERATURE

OF THE FINISHED DRINK must be confined within narrow limits.

Leader lines between the attemperating chamber and the draft arms should be refrigerated to prevent a rise in temperature.



Syrups also must be refrigerated to the same low temperature. Otherwise, *they* will warm up the drink.

Syrup is pumped from the bottom of the jar. The modern fountain provides refrigeration at this point to insure cold syrups.

THE PARADE

ICE CREAM—versatile, flavorful, colorful, the "Drum Major" in the Food Parade!

Here on the following pages, are an array of Ice Cream combinations to fit the fancy and develop the "buying urge" in the whole customer market—from kiddies to grown ups.

Several new Ice Cream services are pictured—the new Ice Cream Bowl, designed for distinctive combinations of Ice Cream and the "Go-Round" Banana Split; the Junior Sundae, specially designed glass; a banana split dish designed by the Institute, that matches the service line and makes the banana split easy to eat, as well as attractive to see.

OF ICE CREAM

SPECIAL SERVICES—*The Parfait and the Banana Split lead the field in distinctive presentation of Ice Cream in "glamour" clothes.*

THE SUNDAE—*The range of flavors in toppings and garnishes, make this a dish for "everybody's pleasure".*

THERE are sundaes, ice cream sodas, milk drinks and special services to use for every day out-of-the-ordinary occasions.

Plan now to use some or all of the Ice Cream specials in the Parade of new dishes for your own Ice Cream selling.

With the many suggestions here pictured and charted, you can make up your own parade of Ice Cream. March right into your customers' favor with Ice Cream — "Drum Major" in the Food Parade.

THE ICE CREAM MILK DRINK — *Popular — attractive — nourishing—healthful, for meal time or between meal enjoyment.*

MAKING AN

ICE CREAM SODA

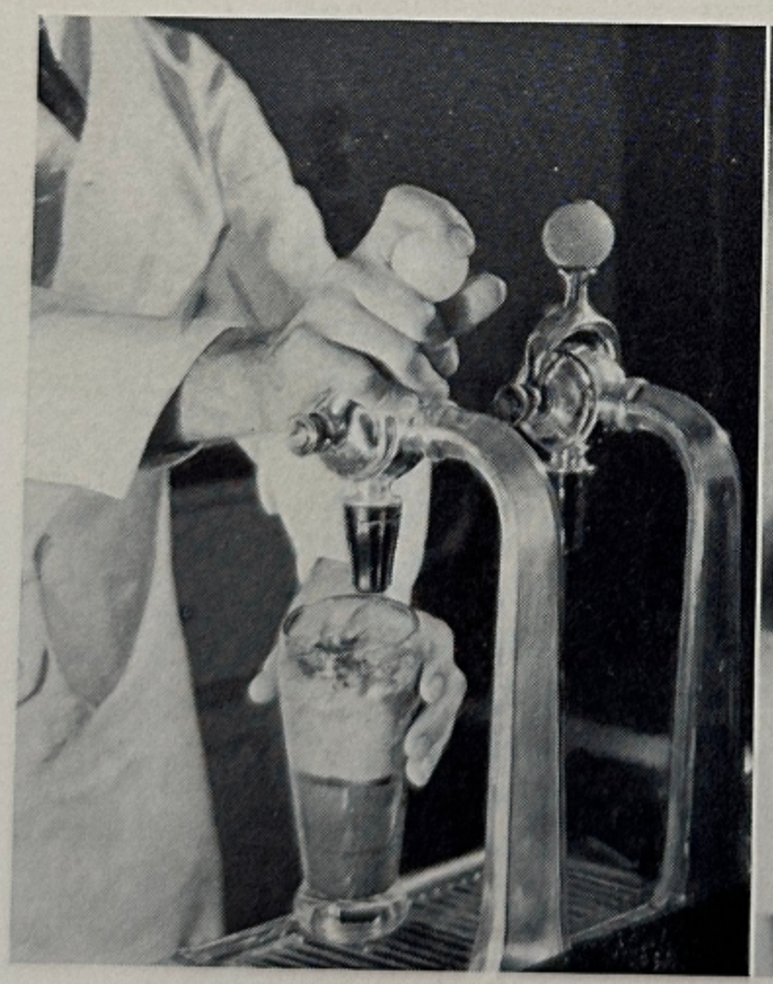
1. Into a soda glass dispense 1½ ounces of crushed fruit or syrup. Into this, stir one soda spoon whipped cream or Ice Cream.

2. *PRECAUTION.* Unless carbonated water has been recently used, and to assure cold, sparkling soda, draw off and discard a glassful.

Use thermometer occasionally to check degree of water.

3. Turn glass in circular motion while adding fine stream carbonated water, directed to the side of tilted glass, until glass is two-thirds full.

4. When glass is two-thirds full, add generous portion of Ice Cream. Face customer.



5. When drawing the fine stream carbonated water, place hand over right hand side of draft arm faucet. This gives wrist control rather than arm control, and prevents splattering. Finish by filling glass with fine stream carbonated water directed to side of glass and always away from Ice Cream. Some localities prefer to have soda finished with coarse and fine streams alternately.

When soda has a good foamy head, add whipped cream or other topping suggested in the formula.

You now have a soda that has been skillfully prepared. It is a real business builder. Enhance its eye appeal with whipped cream and a bright red cherry, pineapple cube, sprig of mint, or other suitable garnish.

Ice Cream Sodas

ICE CREAM SODAS—

tangy, zestful—are perennially popular with soda fountain customers. Flavor variety creates wide taste appeal. The volume business in Ice Cream Sodas will do much to enhance the profit picture of your fountain.

THE PERENNIAL 'BEST SELLER'

"Ice Cream Soda" means Chocolate Ice Cream Soda to most customers. It is far and away the flavor leader in the Ice Cream Soda field. Yet, it is surprising to find how few retail stores or dispensers recognize the great value of a good Chocolate Ice Cream Soda, as a profitable sales builder. Volume Ice Cream Soda business reduces cost —assures a more satisfactory gross —so you win both ways.

Don't "Fly Blind"! Come in "on the Beam"! Make a "Perfect Three Point Landing" in the Ice Cream Soda Field!

Point 1. Quality Ingredients

Ice Cream—High quality—kept at correct dispensing temperature.

Carbonated Water—Cold—Pungent—effervescent—sparkling.

Chocolate Syrup—The very best —check daily for clean and fresh flavor and refrigeration — (warm syrup impairs the quality of an Ice Cream Soda).

Point 2. Accurate Formulae

Measure portions of Syrup, Ice Cream, carbonated water, for the size service you select. Use the same quantity of materials each time you make an Ice Cream Soda, for uniform results.

If size of container for Ice Cream Soda Service is increased, make proportionate increase in ingredients. Balance the composition to size of container to keep the flavor combination *right.*

Make up your mind about size and price of the Ice Cream Soda on which *you* want to build business. Get correct type and size container (glass or paper) to "show off" your Ice Cream Soda to best advantage. Then go to town on Chocolate Ice Cream Soda. The business is there if you go after it, with the right goods—priced and served right.

Point 3. Speedy Service

Serve Ice Cream Sodas quickly. Speed of making and serving preserves carbonation—eye appeal—taste.

A little whipped cream on top as the Ice Cream Soda is ready for the customer—a portion of fruit—these are "glamour aids" to the eye and taste appeal. Serving a pretzel with the Ice Cream Soda has also become very popular. They more than offset their cost by the "something extra" feeling they give your customer.

The memory of the quality of a well made Ice Cream Soda starts enthusiastic word-of-mouth advertising.

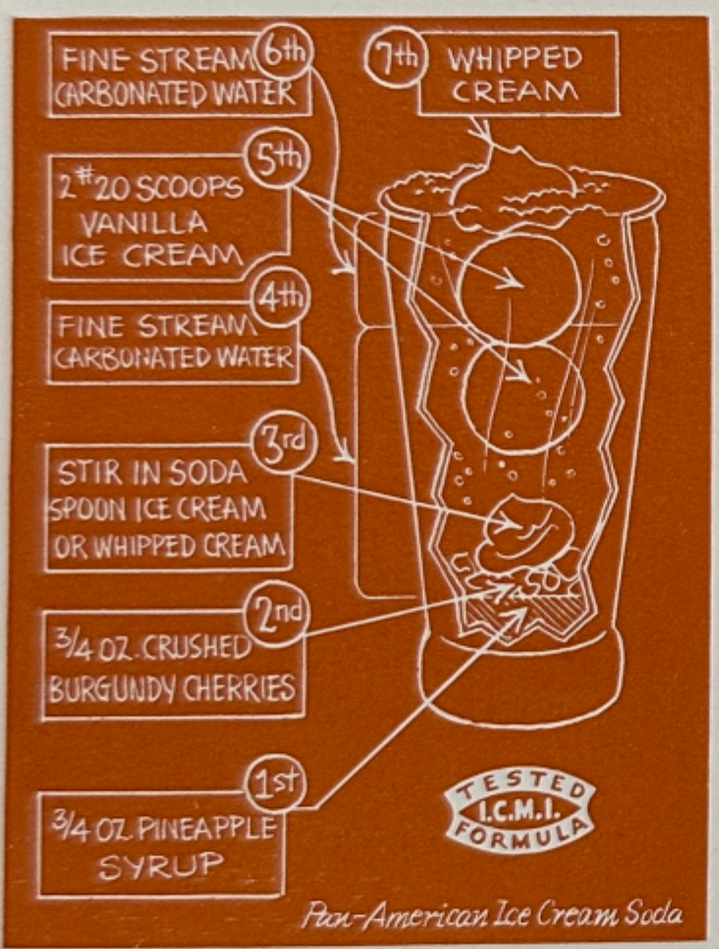
Make your Chocolate Ice Cream Soda so perfect and delicious that the memory lingers—inciting endorsement and instigating the "repeats" which build volume business.

The Way Always to Make a Perfect Chocolate Ice Cream Soda

12 oz.—Into a 12 ounce soda glass put 1¼ ounces of Chocolate Syrup. Stir into this a soda spoon of Ice Cream—or whipped cream. Fill glass two-thirds full with fine stream of carbonated water. Add 1 No. 16 dipper of Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water.

This is a soda designed to sell at a moderate price.

14 oz.—Into a 14 ounce soda glass put 1½ ounces of Chocolate Syrup. Stir into this a soda spoon of Ice Cream or whipped cream. Fill glass two-thirds full with fine stream of carbonated water. Add 2 No. 20 dippers of Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water and top with whipped cream.



PAN-AMERICAN ICE CREAM SODA

Into a 14 ounce soda glass place ¾ of an ounce of Pineapple Syrup and ¾ of an ounce of Crushed Burgundy Cherries. Stir in a soda spoon of Ice Cream or whipped cream. Add a fine stream of carbonated water until the glass is two-thirds full. Then add 2 No. 20 scoops of Vanilla Ice Cream and finish off with fine stream of carbonated water. Top with Whipped Cream.

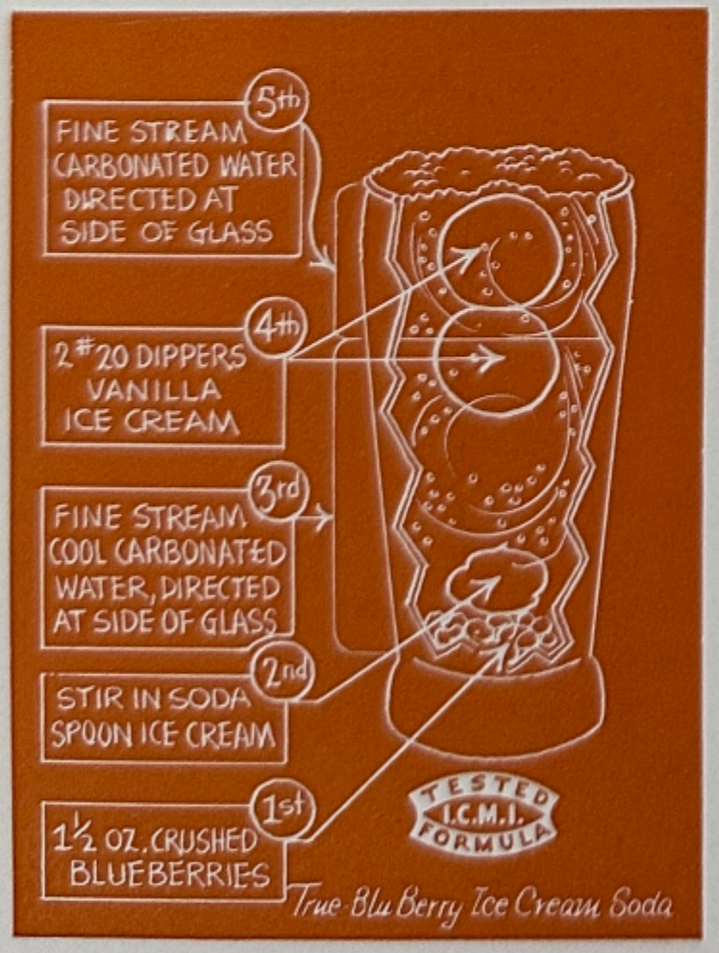
HONEY-COFFEE ICE CREAM SODA

Into a 14 ounce soda glass put ½ ounce of Strained Honey and 1 ounce of Coffee Syrup. Stir into this a soda spoon of Ice Cream or Whipped Cream. Fill glass two thirds full with fine stream of carbonated water. Add 2 No. 24 dippers of Coffee Ice Cream. Finish filling glass with fine stream of carbonated water.

If price justifies, you may garnish with a spoon of Whipped Cream or serve a pretzel on the side.

TRU-BLU-BERRY

Into a 14 ounce soda glass put 1½ ounces of crushed Blueberries. Stir into this a soda spoon of Ice Cream. Draw off a little carbonated water to cool, then turn fine stream into glass, directing to side of glass. When glass is two-thirds full, drop in 2 No. 20 dippers of Vanilla Ice Cream. Finish soda with fine stream at side of the glass.



STRAWBERRY-GLAMOUR Ice Cream Sodas

STRAWBERRY

Into a 14 ounce soda glass put 1½ ounces of Crushed Strawberries. Stir into this a soda spoon of Ice Cream or whipped cream. Fill glass two-thirds full with fine stream of carbonated water. Add 2 No. 20 dippers of Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water and top with Whipped Cream. In the event you have Strawberry Ice Cream give your customers a choice.

If fruit is properly diluted with simple or with Strawberry Syrup, there will be enough Strawberry Flavor in the 1½ ounces of Crushed Strawberries to give the soda tastiness.

GLAMOUR

Into a soda glass place 2 No. 20 dippers of Vanilla Ice Cream. Add 1¼ ounces of Crushed Strawberries. Fill glass with fine stream of carbonated water and top with ¼ ounce Crushed Strawberries and Whipped Cream.

"It's in the Hit Parade"

RASPBERRY ICE CREAM SODA

This Ice Cream Soda is a real business sensation. It has been thoroughly tried and tested in the field.

In the formula, we indicate the use of Raspberry Puree. This product has for some time been used in high grade Ice Cream manufacturing. Excellent results as a wonderful flavor combination, have been obtained. This experience adds strength to fact of its superior flavor in Ice Cream Soda.

The crushed Red Raspberries packed by many fruit and syrup houses, are not quite so fine or soft a texture as the Puree. However, their composition is very similar and their use in the Ice Cream Soda results in the same wonderful flavor combination.

Please note in this formula, that this Ice Cream Soda is made differently. The extra fine "header" looks better—tastes grand—yet this Ice Cream Soda can be priced moderately.

Raspberry Ice Cream Soda deserves real promotion. Flavor, appearance—the little extra "taste teaser" in service of pretzels with it—give every opportunity for developing a volume business. Make it as specified, serve it as shown and see the Ice Cream Soda sales curve turn upward.

Into a 14 ounce soda glass put 1½ ounces of Red Raspberry Puree or Red Raspberries. Stir into this a heaping soda spoon of Ice Cream, thoroughly blending the fruit and Ice Cream together. Add coarse and fine stream of carbonated water alternately until the glass is two-thirds full. Add 2 No. 24 dippers of Revel Raspberry Ice Cream (Vanilla-Raspberry Ice Cream). Finish filling glass with fine stream of carbonated water.

The Raspberry Puree can, in many instances, be secured from your own Ice Cream company.

The Raspberries used in our experiments were secured from the Richardson Corporation, Rochester, New York, and Bowey's, Inc., 401 W. Superior Street, Chicago, Illinois.

MAKING AN ICE CREAM MILK DRINK

1 Into a cold mixing cup pour cold pasteurized milk. Measure . . . don't guess.

2 Dip generous portion Ice Cream into mixing cup. Add malted milk powder here if desired.

3 Into mixing cup dispense cold syrup. (The amount varies in some drinks.)

4 Place on mixer and give cup a few turns. Leave on long enough to blend mixture smoothly.

5 Dot a sparkling glass with whipped cream. Spread on inside of glass with soda spoon to create mottled, frosted effect.

6 Pour mixed drink into glass in sight of customer.

7 Serve with wafers or saltines. Counter service—mixing cup served for overpour.

The Finished Drink—served in a glass dotted with whipped cream. Wafers in bag or loose, straws and spoon served on the side.

Mixed Drinks

ICE CREAM MILK DRINKS

should be merchandised!

Ice Cream gives "body", adds nourishment, enhances flavor and taste appeal, to the long list of popular milk drinks.

Between-meal Ice Cream Milk Drinks, featured on your menus, build additional profitable business for you.

MAKING BETTER ICE CREAM MILK DRINKS

Quality of any Ice Cream milk depends first of all on ingredients used. Texture and taste satisfaction depend on the proper combination of ingredients.

Temperature

The size of the finished Ice Cream mixed drink is in direct relation to the temperature of the milk used.

In any mixed milk or mixed Ice Cream drink the colder the milk, the greater the volume—the smoother the texture—the better the drink.

Important Steps Illustrated

The charts herewith reproduced, the result of hundreds of experiments, show graphically the importance of cold milk in obtaining volume in Ice Cream mixed drinks. They illustrate, as well, other important steps in proper preparation of Ice Cream mixed drinks.

Volume Increases Indicated

Chart No. 1 is entitled, "Lower Temperatures Increase Volume in Mixing Whole or Homogenized Milk". The horizontal scale represents the percentage of increase in volume while the vertical scale represents the degrees of temperature of the milk. In this instance, both whole milk and homogenized milk were considered.

Milk Most Influential For Aeration

Approximately 90% of a mixed Ice Cream drink is the milk and ice cream; the other 10% is the flavoring and malted milk powder. Ice Cream varies in air content, which means it has been aerated. Therefore, we cannot expect the mixing of a drink to increase the aeration of the Ice Cream.

Type and Speed of Mixing Important

Caution: Watch that the type of agitation and the speed of mixing is not too fast nor so violent as to break down the Ice Cream, thereby causing it to lose its original aeration. The 5% flavoring and 5% malted milk powder offer little in the way of aeration possibilities.

Practically all aeration in the Ice Cream mixed drink, therefore, depends upon the milk.

To produce the greatest aeration, the milk MUST be kept cold—as cold as possible. The colder the milk, the greater the volume and the smoother the texture of the drink.

Milk Near Freezing for Best Aeration

At 32° the greatest percentage of aeration or increase in volume takes place. On whole milk you get a 90% increase in volume while in homogenized milk it will run as high as 150%.

Volume Decreases as Temperature Increases

By increasing the temperature of the whole milk 8°, from 32° to 40°, you will note that the percentage of increase in volume is now approximately 78% or a decrease of 12% from milk at 32°.

In the 8° increase in temperature from 40° to 48° the percentage of increase in volume drops from 78% at about 48°, or a 33% decrease in this additional 8° increase of temperature.

The homogenized milk follows somewhat closely the same program in that the first 8° rise in temperature from 32° to 40° the percentage of increase in volume of homogenized milk drops approximately 22%, and in the next 8° rise approximately 25% additional decrease will be noticed.

Note especially that there is *1½%* decrease in aeration for every 2° increase in milk temperature from *32°* to about *40°*, but beyond *40°* the drop is approximately *8%* for every *2°* rise in milk temperature.

Keep Milk Below 40°

Milk at room temperature (72°F.) will seldom, if ever, give over 20% increase in volume. It is very clear that in order to obtain the maximum aeration, (with, of course, proper type of agitation), the greatest increase in volume and the greatest smoothness in the drink, the milk must at all times be kept below 40°, and the closer the milk is to 32°, the better results will be obtained.

Try It for Yourself

The amount of aeration produced in the milk of the drink governs the volume, but this aeration if produced by the proper type of agitation also produces the maximum smoothness, fineness of texture and the taste appeal.

This can easily be checked on your own fountain. Let one sample of milk stand until it reaches room temperature, have another sample of milk at 32° or as near it as possible. Make two drinks, using exactly the same formula, being sure to measure the milk very carefully. Put the drinks on the mixers at the same time and mix for the same length of time. When properly mixed, pour out a glass of each and see for yourself the difference in the volume and quality of the drinks obtained. Then take 8 ounces of milk only at room temperature and 8 ounces of milk of 32° and put on the mixers; pour into glasses and notice the differences in volumes obtained and in the texture of the drink. Naturally, this difference in volume and texture is more apparent in drinks where the percentage of Ice Cream used is lower. When a larger percentage of Ice Cream is used, the Ice Cream chills the milk and container, and the variation is not so great.

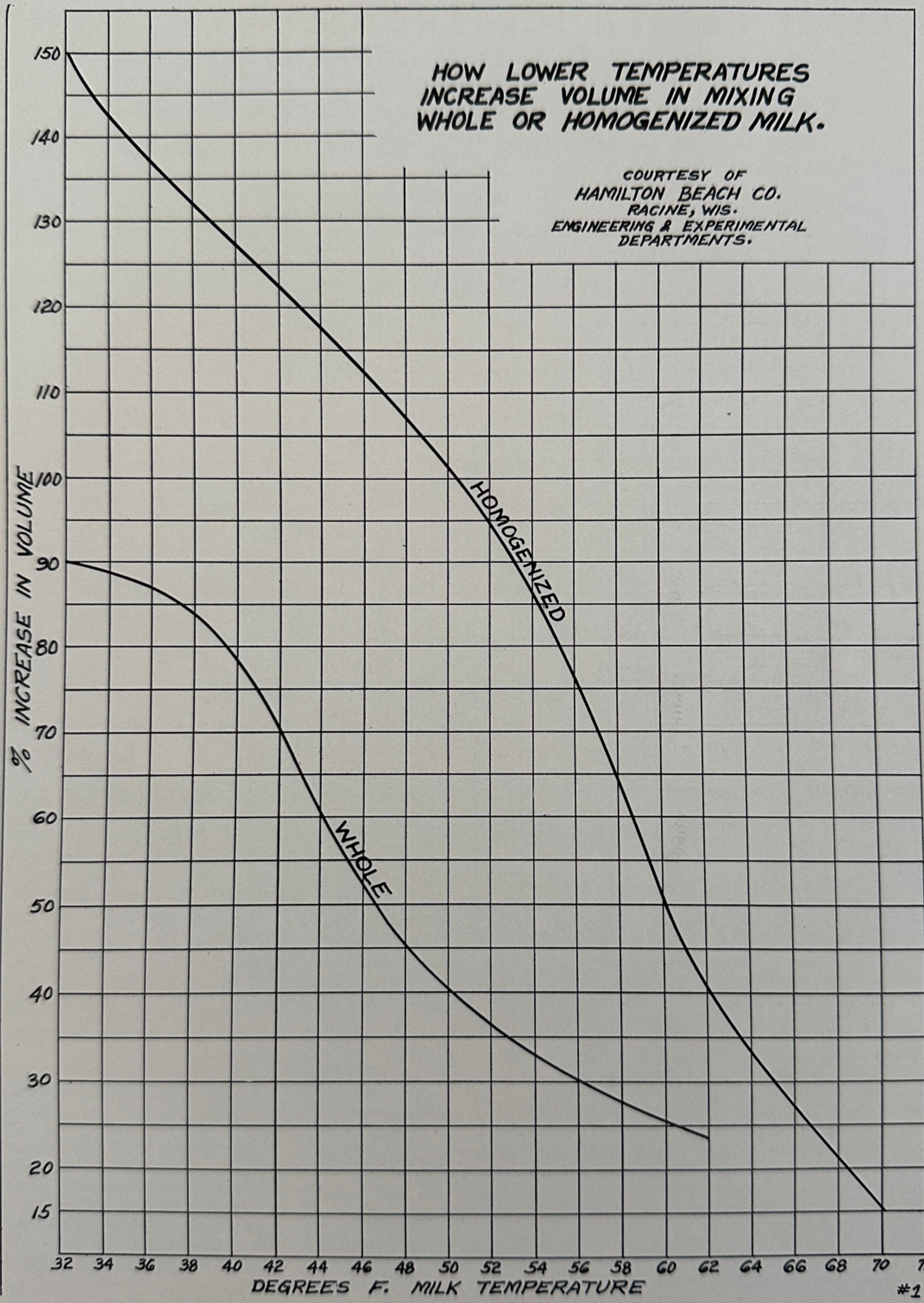
Constant experimentation with your own particular formulas, governing temperature of your ingredients so your milk is as near 32° as possible, will enable you to serve the highest quality of Ice Cream mixed drink properly aerated.

Number of Scoops to Obtain Percentage of Ice Cream in Drinks of 11 Oz. Net Weight

Reading the Chart

The percentage of ice cream will, naturally, vary in accordance with the quantity of milk used and in accordance with the original total starting quantity of a formula. For instance, 8 ounces of milk, 2 ounces of flavor and malted milk powder and 5 ounces of Ice Cream will total a starting weight of 15 ounces. The results you will obtain will differ from the curve shown herewith because these curves are figured on a starting quantity of 11 ounces.

On a 15 ounce ingredient formula, you are starting with 4 ounces more than shown in the curve, or approximately 37% additional ingredients; therefore, your results will be approximately 37% greater than shown in this curve. If the amount of ingredients is less than 11 ounces then you must decrease the findings in the curve approximately the same ratio as you decrease the difference in the original starting ingredients.


HOW LOWER TEMPERATURES INCREASE VOLUME IN MIXING WHOLE OR HOMOGENIZED MILK.
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HAMILTON BEACH CO.
RACINE, WIS.
ENGINEERING & EXPERIMENTAL DEPARTMENTS.
% INCREASE IN VOLUME
150
140
130
120
110
100
90
80
70
60
50
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30
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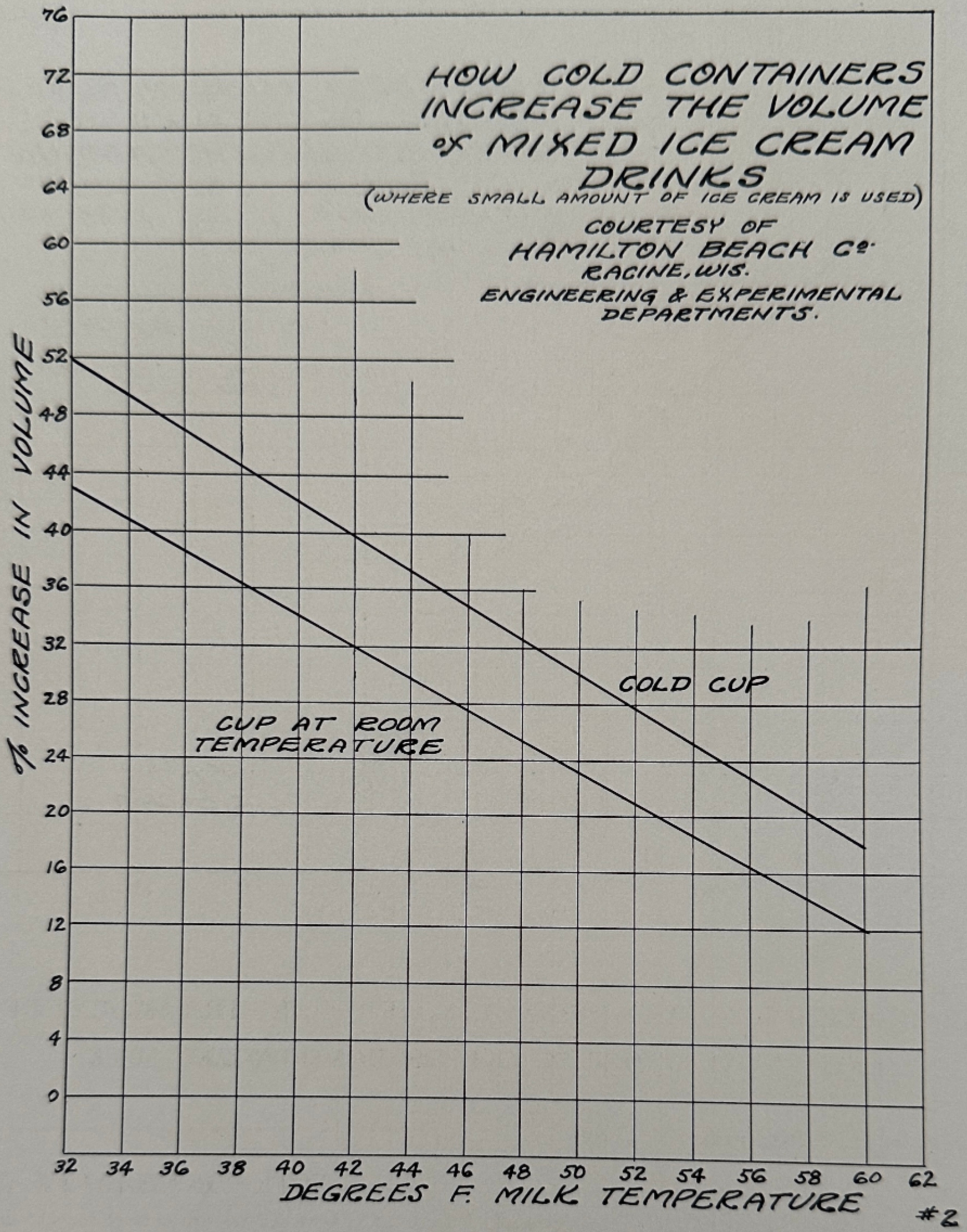
HOMOGENIZED
WHOLE
32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72
DEGREES F. MILK TEMPERATURE
#1

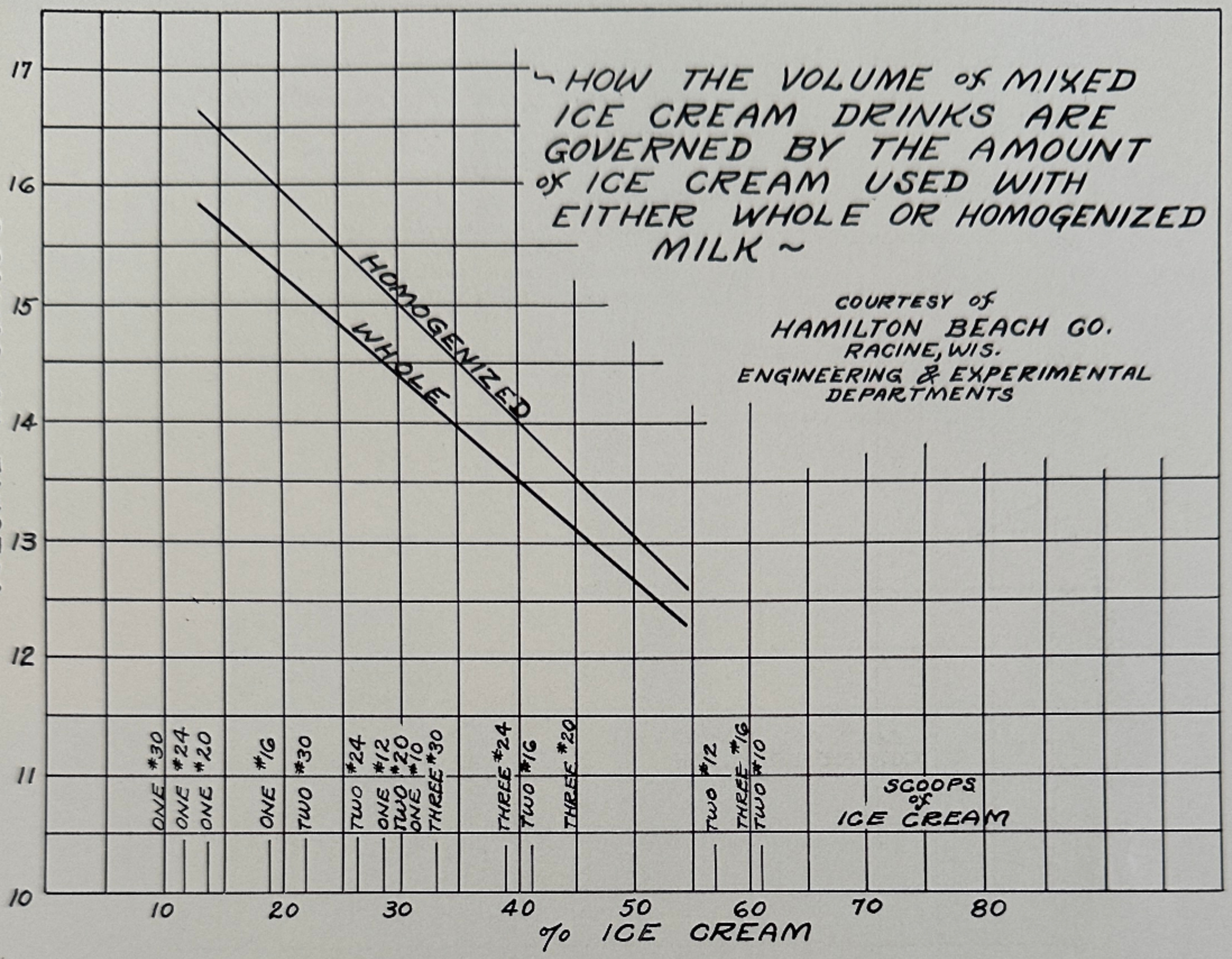


COLD CONTAINERS INCREASE THE VOLUME OF MIXED ICE CREAM DRINKS

In light and medium drinks where the percentage of Ice Cream is lower than in the heavier drinks, the lower temperature of the container is also a deciding factor in increasing the volume. From the curve in chart 2 you will note the difference in the volume obtainable with a cold cup, which has been stored in the Ice Cream cabinet and with the cup at room temperature. The ratio is practically constant no matter what the temperature of the milk may be. As the milk becomes warmer, there is a slight lessening of the difference in the volume between the cold and warm container, as would be expected.

On this chart you will notice that with the cold cup the percentage of increase in volume is but 52% when the milk is 32°F. This is due to the Ice Cream which has been added to the milk. Thus, the percentage of milk to the total volume of the drink is lessened and, naturally, the percentage of increase in volume to the total volume of the drink is lessened. As the amount of Ice Cream is increased and the amount of milk in the drink is lessened, the percentage of increase in volume becomes smaller since the milk is the only ingredient which permits further aeration.

On heavy drinks where the percentage of Ice Cream used is higher, the difference in volume obtained with a cold cup and one at room temperature is very slight. The larger volume of Ice Cream tends to hold the temperature of the mix to a lower point throughout the mixing period. In the light drink the room temperature cup absorbs too much of the cold of the mix, and the temperature of the mix rises, thus lessening the opportunity for aeration.



3

THE VOLUME OF MIXED ICE CREAM DRINKS IS GOVERNED BY THE AMOUNT OF ICE CREAM USED WITH EITHER WHOLE OR HOMOGENIZED MILK

Percentage of Milk Determines Volume

While milk alone will show very definite increase in aeration, the addition of flavor, malted milk powder and Ice Cream, naturally, reduces the percentage of milk in the drink and, therefore, lessens the opportunities for the increase in volume.

Where 20% of the formula is Ice Cream, you should obtain approximately 33% increase in volume, and if 30% of the formula is Ice Cream, about 25% increase in volume. As the drink is heavied and the percentage of Ice Cream increases to 40%, a 17% increase in volume can be noted when whole milk is used.

Greater aeration can be produced with homogenized milk as indicated by the curve which shows additional volume and aeration when all percentages of Ice Cream are used.

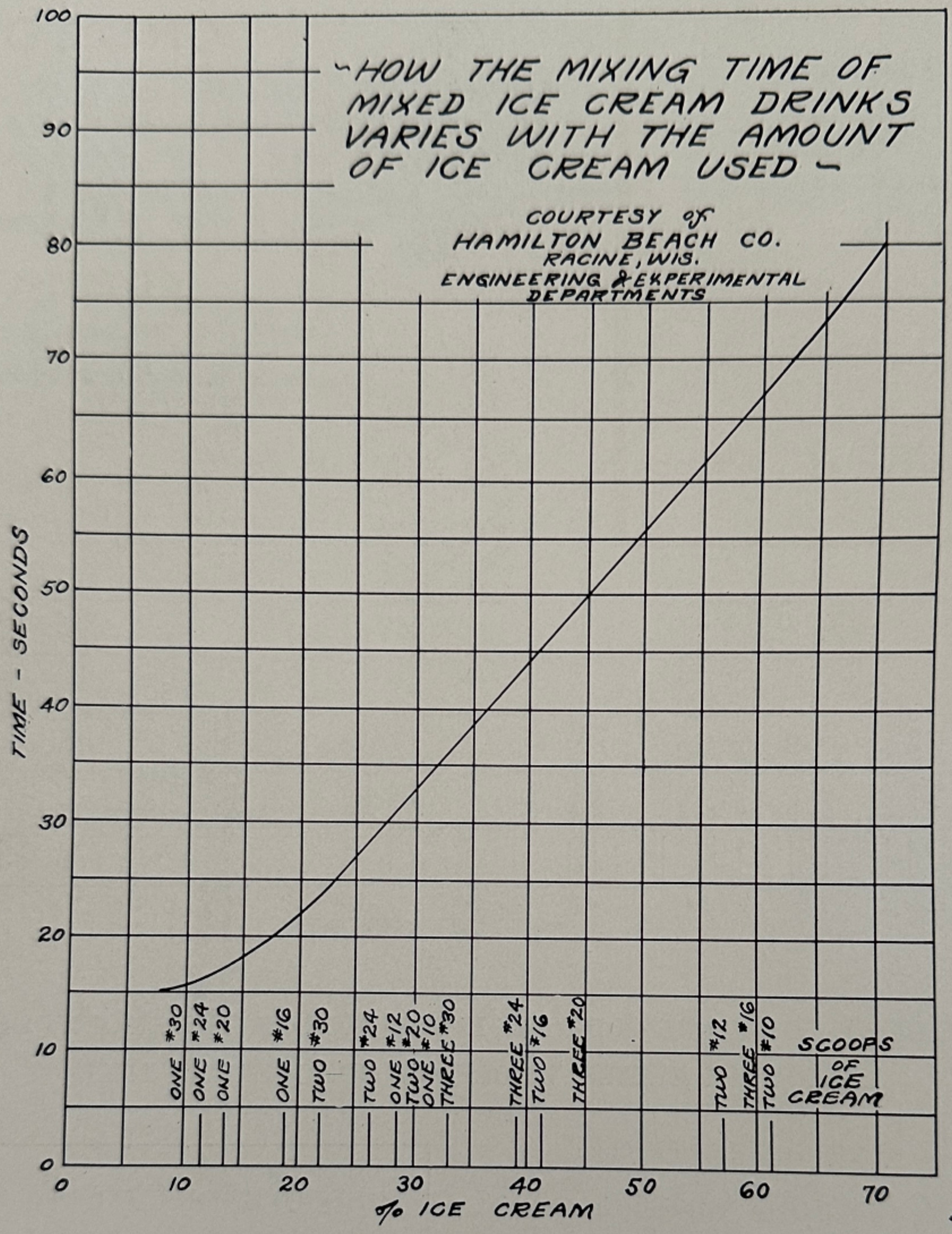
NOTE FOR CHARTS 3 AND 4

These curves are correct for 11 ounces avoirdupois net weight of ingredients and show the trend for all other weights. All milk was at 32°F. unless otherwise indicated, all weights were in avoirdupois ounces, ice cream was figured on the basis of 20 ounces per quart or 80 ounces per gallon.

Fluid ounces of milk are considered the same as avoirdupois ounces, *i.e.*, 8 fluid ounces equal 8 avoirdupois ounces.

Flavoring and malted milk powder were considered at 2 ounces net weight.

If the total weight of all ingredients in any formula used is greater or less than 11 ounces, the findings on the charts will be approximately affected in the proportion in the percentage of difference between 11 ounces and the original starting weight of any particular formula.



4

MIXING TIME OF MIXED ICE CREAM DRINKS VARIES WITH THE AMOUNT OF ICE CREAM USED

Many ask, "How long does it take to mix a malted milk?". Naturally, the amount of Ice Cream used, coupled with the temperature of the milk and Ice Cream, governs the mixing time necessary to blend this into a finished drink.

Use Proper Agitation Time

Too great speed in mixing usually means a sacrifice in quality. It is very easy to apply methods of agitation which materially lessen the mixing time of any specific formula, but the result is always a less desirable finished product. To obtain the very best results in a minimum of time consistent with the best quality, we must use proper agitation with cold milk and Ice Cream at proper dipping temperatures.

In Chart No. 4 the vertical scale shows the time in seconds necessary to produce a smooth, well mixed drink while the horizontal scale shows the percentage of Ice Cream used in the formula.

Mixing Time Shortest In Light Drink

From this chart you can see that when but 10% of the total volume of the drink is Ice Cream, a smooth drink is produced in a minimum of time.

Heavy Drinks Require Longer Mixing

As the percentage of Ice Cream increases, naturally, the mixing time is lengthened, and when you get into heavy drinks of 50 or 60 percent Ice Cream, a minute or more must be taken to properly aerate the drink to the desired smoothness and to its maximum volume.

FORMULA

(Follow exact order of formula)

"Lightweight"

6 ounces Milk
2 No. 20 dippers of Ice Cream
1 spoon Malted Milk Powder
1 ounce Chocolate Syrup

"Middleweight"

4 ounces Milk
2 No. 16 dippers Ice Cream
1 spoon Malted Milk Powder
1 ounce Chocolate Syrup

"Heavyweight"

4 ounces Milk
3 No. 16 dippers Ice Cream
1 spoon Malted Milk Powder
1 ounce Chocolate Syrup

CHOCOLATE MALTED MILK COMING UP!

QUALITY BROUGHT ABOUT THE BUSINESS WE ARE ENJOYING ON MILK DRINKS.

QUALITY ALONE WILL KEEP THAT BUSINESS YEAR IN AND YEAR OUT.

How do your customers like 'em? Thick or thin, Sweet or mild bittersweet, rich or . . . ?

Find out the ones your trade prefers and make them standards on your menu. And give them some variations. As for example. Serve the long thin drink in a 16-oz. glass with no over-pour. (Center) Serve your standard Malted Milk or Milk Shake with whipped cream and wafers. (Left) Feature an unusual Milk Shake occasionally and dress it up. Drink on right shows a "Tall Boy" Milk Shake served with whipped cream and decorettes. It is served in the new tall thin 12-oz. glass.

And Nutmeg? Nutmeg is to Malted Milk what salt is to Soup. Serve nutmeg with every Milk Shake or Malted.

HONEY-CO MALTED MILK

4 ounces Milk

2 No. 16 dippers Coffee Ice Cream

1 spoon Malted Milk Powder

1 ounce Strained Honey

Place on mixer long enough to blend into a smooth mixture. Serve in whipped cream dotted glass with wafers on the side.

PINEAPPLE MALTED FLIP

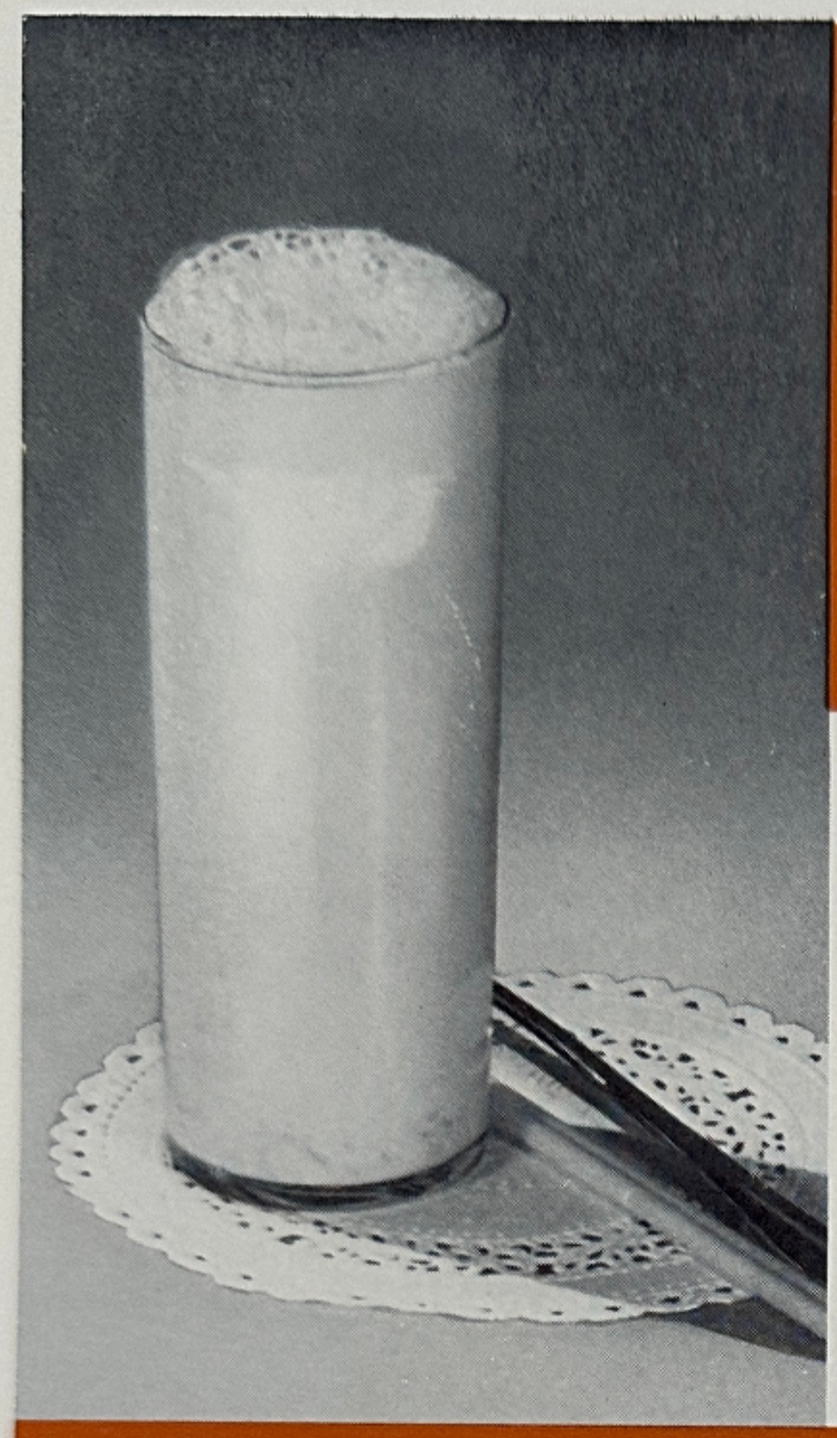
6 ounces Milk

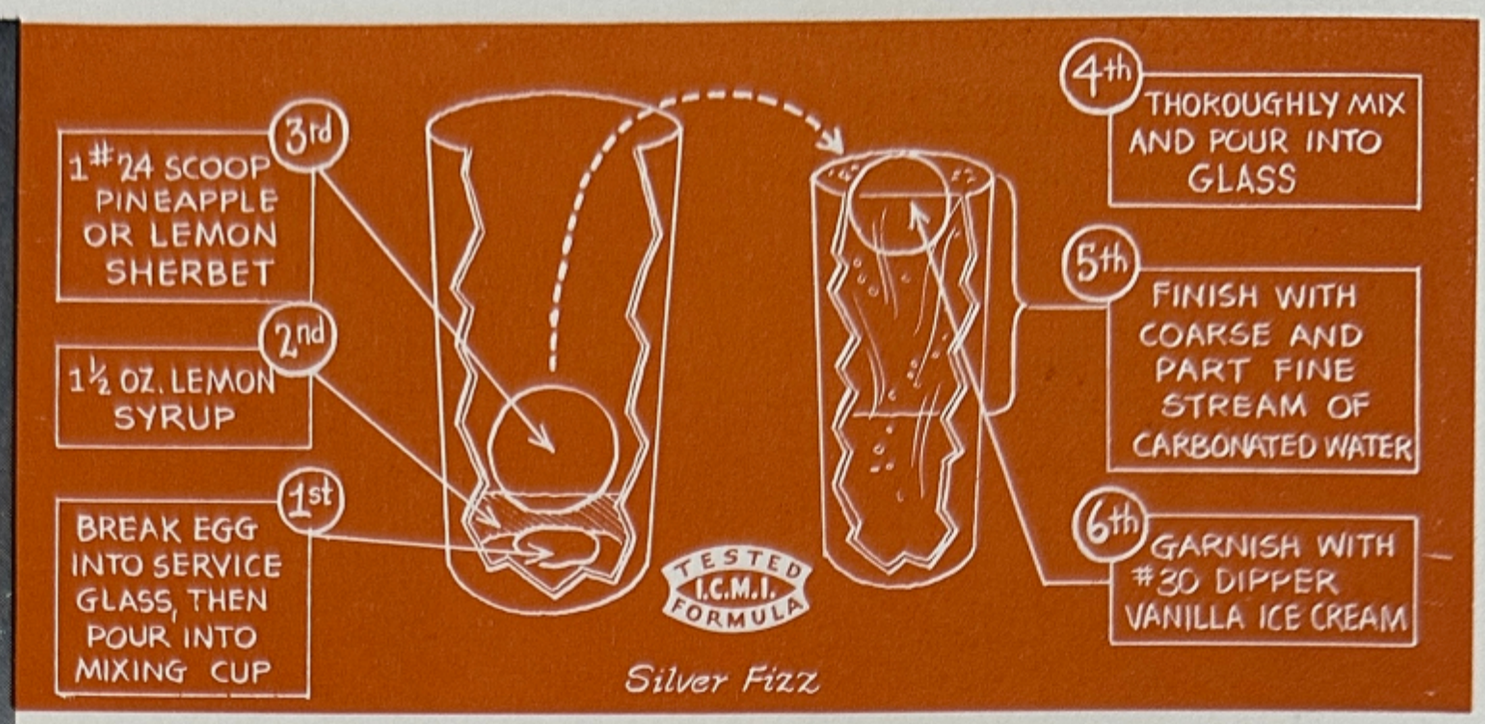
2 No. 20 dippers Pineapple Cube Ice Cream

1 spoon Malted Milk Powder

1 ounce Crushed Pineapple

Place on mixer long enough to blend into a smooth mixture. Serve in whipped cream dotted glass with wafers on the side.





THE SILVER FIZZ

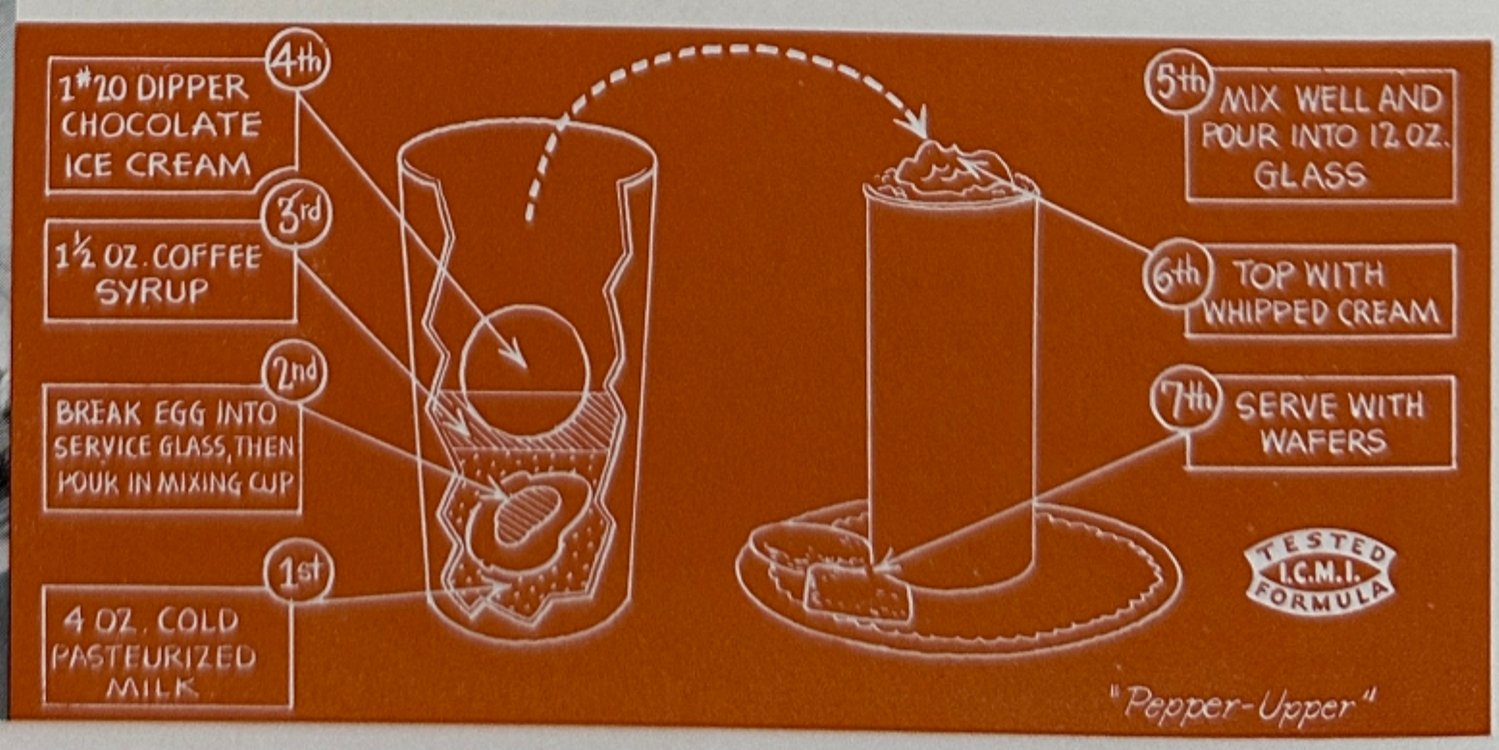
An Egg Drink

Break a fresh egg in a small clean service glass. Then pour into mixing cup, add 1½ ounces of Lemon Syrup, 1 No. 24 dipper of Pineapple or Lemon Sherbet (water ice may be substituted). Place on mixer. When thoroughly mixed, pour into a service glass and finish with the coarse and part fine stream of soda water. Garnish with a No. 30 dipper of Vanilla Ice Cream.

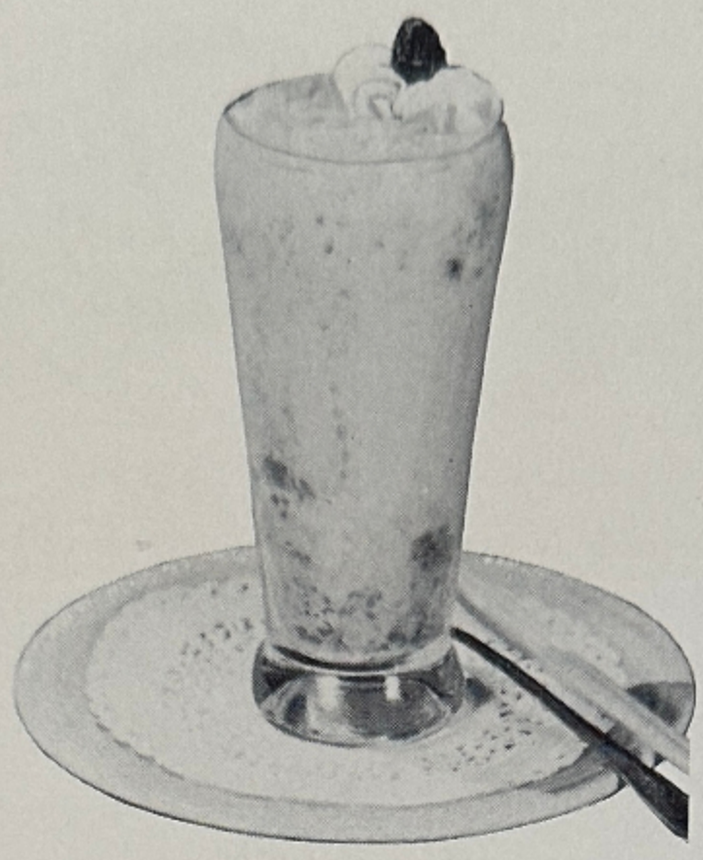
THE "PEPPER-UPPER"

An Egg Drink

Into a cold mixing cup pour 4 ounces cold pasteurized milk. Break a fresh egg in a small service glass and then pour into mixing cup. Add 1½ ounces Coffee Syrup and 1 No. 20 dipper Chocolate Ice Cream. Mix well on the electric mixer and serve in 12 ounce glass. Top with Whipped Cream. Serve with wafers.



OUR TOWN FRAPPE



CLARET FRAPPE

Into a mixing cup put 1½ ounces Claret Syrup—2 No. 16 dippers Vanilla Ice Cream, 3 ounces Milk. Place on mixer just long enough to blend these ingredients into a smooth mixture.

Pour into a 12 ounce glass, garnish with slice of Pineapple, a Purple Grape or a Cherry or a sprig of mint.

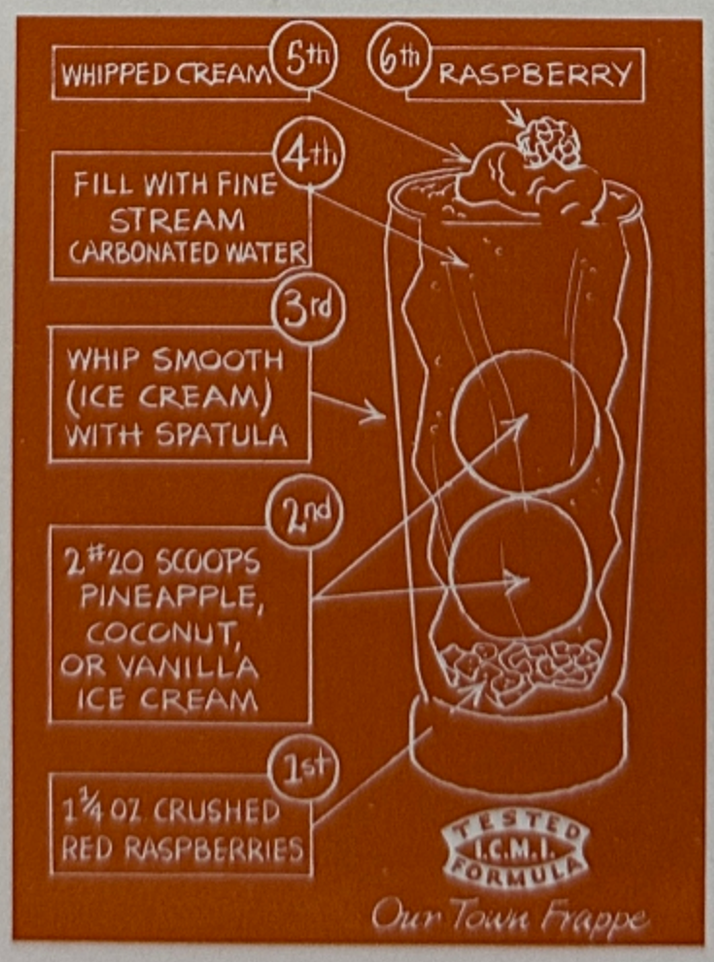
Serve straws and spoon on the side with wafers or pretzels.

CLARET SYRUP

1 pint Good Claret Wine (State and Local Laws permitting)
3 pints 34° Baume Simple Syrup
3 ounces Grenadine Syrup
½ ounce Fruit Acid Solution

Crushed Raspberries and Two Kinds of Ice Cream Blended Together.

Into a 12 ounce soda glass put 1¼ ounces of Crushed Red Raspberries. Add 2 No. 20 dippers of Pineapple, Vanilla or Coconut Ice Cream, frapped or whipped smooth with a spatula. Add fine stream of carbonated water and top with Whipped Cream and Raspberry.



FRISCO FRAPPE

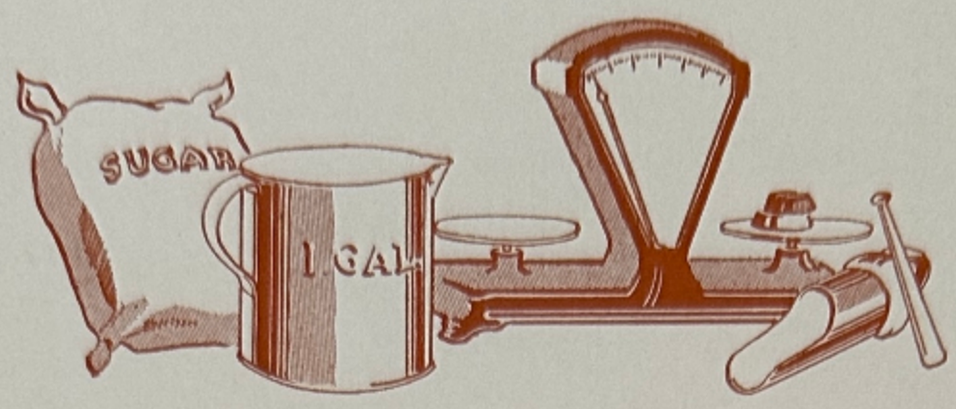
Fresh Pineapple, Fresh Lime, Pineapple Sherbet, Vanilla Ice Cream All Blended Together.

Into mixing cup put 1 ounce Fresh Pineapple Juice. Add the juice of half a Fresh Lime, 1 No. 20 dipper of Vanilla Ice Cream and 1 No. 20 dipper of Pineapple Sherbet. Place on mixer just long enough to blend these ingredients into a smooth mixture.

Pour into a 12 ounce glass. Add a little carbonated water. Top with a Pineapple Cube, slice of Orange. Insert straws into glass and hang a pretzel on the straws.

FRUITS, SYRUPS AND TOPPINGS

Uniformly good fruits, syrups and toppings are a necessary part of successful soda fountain and Ice Cream department business. Thought and care must, therefore, be given to their handling and storage, both those in use and unopened cans or jars.



Provide Space for Preparation

A storage cabinet and work table should be planned for in the workroom, together with utensils to be used only for mixing fruits and syrups. The cabinet should hold reserve supplies and the table to be used for fruits, syrups and toppings preparation. Everything is thus collected in a systematic way to make preparation easy and efficient.

Uniformity in finished syrups is more easily maintained, if one person is trained to prepare them properly and does it day after day.

As a matter of system, this same person should make up the syrups, at a certain time each morning—and should also have the task of *washing jars and pumps before refilling.*

He checks all jars and pumps first to see which need refilling and makes up quantities accordingly.

Working out and keeping up a good routine for this syrup and topping preparation control, is a mark of efficient operation.

Simple Syrup

Good simple syrup is of prime importance in topping preparation. Rock candy syrup bought in kegs or barrels is one of the best known ready prepared simple syrup.

Follow Directions

A very satisfactory simple syrup can be made in the store if the operator will follow directions. One easy way is to place six pounds of granulated sugar in a gallon jar—then fill the jar with water.

Best Formula

The following formula has proved most satisfactory:

In a clean, large non porous container, bring to boiling 1 gallon of water. Remove from fire and add at once, 12 pounds of sugar. Stir until dissolved. (14 pounds if a little heavier syrup is desired.) Cool and strain through cheese cloth. Store in a cool, dry place. This syrup will not ferment or turn sour.

Caution: Do not boil sugar and water together, as this merely reduces the volume without improving the quality of your finished simple syrup.

Be Ready for Business

Read the Labels

Some fruits and syrups are manufactured for use as they come from the can. Others, more concentrated, require mixing with simple syrup, before they are just right to use.

Don't waste money serving these concentrated fruits without first properly blending with simple syrup.

On the other hand, diluting of ready-to-serve syrups is bad practice and poor judgment.

Dilution With Simple Syrup

Most concentrated syrups, because of their strength, will take a full three to one dilution for fountain use.

Use one quart of concentrated syrup to three quarts of simple syrup. Add one to one and one-half ounces of fruit acid for fruit flavors. Do not, of course, add fruit acid to such syrups as Coffee, Maple, Vanilla, etc.

The syrup containers on some soda fountains hold only three quarts of syrup. Therefore, many operators only make up three quarts of syrup at a time. Do not at any time add fresh, new syrup to any syrup remaining in the syrup jar. It is advisable to use up the syrup, cleanse the jar thoroughly, dry it perfectly and then pour in some fresh new syrup.

In the preparation of syrups, follow carefully the manufacturer's instructions on the label of can or jar.

Ready to Use Syrups

Processed high quality ready to serve fountain syrups provide properly made syrups that are always uniform in density, color, acidity and flavor. There is no

chance of error, as it is only necessary to open the can and pour the contents into syrup jars.

Crushed Fruits

For fruits served from crushed fruit bowls, blend thoroughly one quart crushed fruit, two quarts simple syrup, four ounces concentrated syrup (same flavor as crushed fruit) one ounce citric acid, or fruit acid solution. If it is desirable to use crushed fruits for all purposes, that is, to use crushed fruit instead of syrup in making Ice Cream Sodas, Fruit Malted Milks, etc., and space is limited, we suggest the combination—one quart crushed fruit, three quarts simple syrup, eight ounces concentrated syrup (same flavor as crushed fruit), one and one-half ounces citric acid or fruit acid solution. This latter formula makes, of course, a very much thinner mixture and care, therefore, must be exercised by the operator in serving so that equal distribution of the fruit is made to each serving.

Preparing Toppings

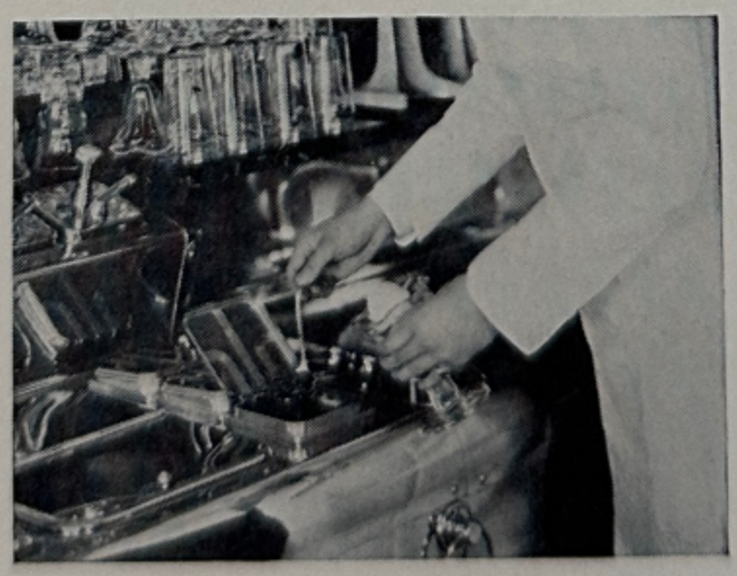
Marshmallow Topping. This popular and important topping has quite an interesting variety of uses. To obtain the best possible result, it must be handled carefully. When using a high quality Marshmallow Creme, it can be doubled in volume by the addition of hot water, thoroughly beaten into the Marshmallow until the mixture becomes fluffy and of the consistency you like best.

Caramel and Butterscotch Toppings are usually diluted only on a fifty-fifty basis. Some soda fountain operators produce their own Caramel, Butterscotch, Marshmallow, etc., but because of the convenience, guarantee of uniformity, quality and small inventory, the prepared toppings by legitimate manufacturers are now almost universally used.

Fruited Marshmallow. There are many special dishes, Sundaes, Melbas, Parfaits, Frappes, etc., in which Fruited Marshmallow might be used very successfully. This item is also available from the manufacturers, but you can, if desired, add fruit to the regular white or Vanilla Marshmallow and additional color, if necessary. Care must be taken in making your own Fruited Marshmallow because if not properly handled, it will become "runny" and "syrupy".

Nut Toppings. The following variety of nuts are most generally used at soda fountains which have attained fame for their high class specialties. Pecans, English Walnuts, Black Walnuts, Brazils, Filberts and Pistachio. Salted Almonds, Salted Peanuts, Salted Cashews, Salted Pecans.

Nut Toppings in Syrup. This popular topping is preferred by many operators, rather than dry nuts, because when packed in syrup flavored in harmony with a particular kind of nut, the nuts are impregnated with the flavor and are rendered juicy and tender and are in character with the Ice Cream, which is soft. It is only necessary to add a small amount of simple sryup to any of the nut toppings.



Follow directions: to keep fruits at point of service always uniform, they should be thoroughly stirred before each use.

CHOCOLATE "THE LEADER"

Many retail Ice Cream Dealers use *ready prepared* Chocolate Syrups because they know that with the assurance of properly made syrups, the *density, color,* and *flavor* are always *uniform.* There is no chance for error as it is only necessary to open a can and pour the contents into the syrup jar, or, if it is a syrup that is to be diluted, that method is indeed very simple.

However, there are some who like to make their own Chocolate Flavored Syrup, so here are a few formulae. *Always scald, rinse and dry syrup jars before filling.*

Chocolate Syrup (2 gallon batch)

2 lbs. good quality Cocoa
1 gal. Water
10 lbs. Sugar
1 level teaspoon Salt

Procedure:

Mix Cocoa and Sugar together dry. Put Salt in Water and bring to boiling point. Gradually work in the Cocoa-Sugar mixture and bring back to boiling point, stirring constantly. Turn off heat, whip smooth, strain and put in covered container and cool rapidly.

Heavy Chocolate Syrup

2 lbs. high quality Cocoa
12 lbs. Sugar
½ gal. Milk
½ gal. Water
1 level teaspoon Salt

Procedure:

Mix Cocoa and Sugar together dry, put Salt in water, add the milk, and bring to boiling point. Gradually work in the Cocoa-Sugar mixture and bring back to the boiling point, stirring constantly. Turn off the heat, whip smooth, add 1 ounce Vanilla extract, strain, put in covered container and cool rapidly.

Bittersweet Chocolate Syrup

1¼ lbs. Cocoa
2 qts. Water
5 lbs. Sugar
½ tsp. Salt

Mix Cocoa and Sugar together dry. Put Salt in Water and bring to boiling point. Add Cocoa-Sugar mixture and again bring to boiling point. Turn off the heat, whip smooth, strain, pour into covered container and chill rapidly.

Swiss Chocolate Syrup

2 lbs. XXXX Powdered Confectioners Sugar
8 oz. Best Quality Cocoa
20 oz. Coffee Cream
¼ tsp. Salt
¼ tsp. Vanilla Extract

Mix dry ingredients thoroughly together. Gradually stir in Coffee Cream, whipping constantly. Add ½ teaspoon Vanilla Extract. This is a cold process Chocolate Syrup, which does not require cooking. Be sure to whip; the more whipping, the better the product.

SUNDAE MAKING Suggestions

1. Inspect glass. Be sure it is clean and sparkling.

2. Do not use sundae dishes that are chipped or cracked. Discard them.

3. Don't use a dipper too small for service dish. Portion according to formulae.

4. Don't use a dipper too large for the service dish. Leave room for toppings and decoration.

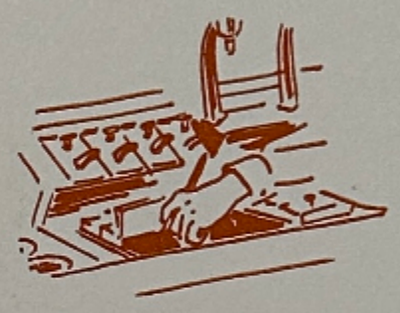
5. When using crimp or tulip service dishes, put part of fruit or topping in bottom of glass. Don't put all the dressing on top of the Ice Cream.

6. Don't break down texture of Ice Cream by forcing into dish. Correct sized dipper makes pressure unnecessary.

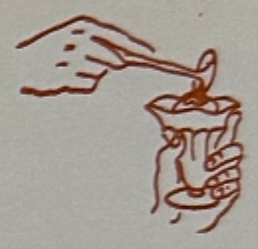
7. Use a clean towel often to avoid wet or sticky hands.

8. Sundae toppings, fruits and dressing must be neither too thick nor too thin—but—"just right."

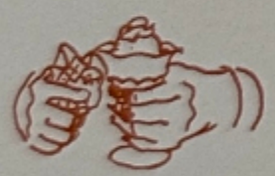
9. Check size of ladle. A sundae is usually made with 1½ ounces of topping. This does not mean a ladle and a half.



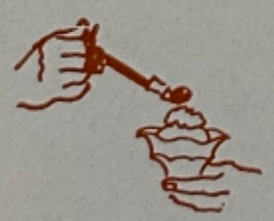
10. Stir toppings and fruit before each use to insure perfect mixture and ease of service.



11. Exercise care in using the ladles. Prevent spilling topping on outside of sundae dish.



12. Use clean, damp towel to wipe off any dripping on outside of glass.



13. Use spoon, fork or prong for handling fruits or garnishes. Do not use fingers.

14. Don't skimp on the "trimmings" but don't be overgenerous.

15. The underliner and doily denote cleanliness and improve service. They "frame" the "picture" you've just made.

16. Serve a sterilized spoon—clean—dried and polished—serve it "on the side" not in the dish.

17. Make a sundae like an artist paints a picture — balanced composition, beautiful to look at, decorated to catch the eye.

18. Practice holding three or four sundae dishes upright in one hand to prevent topping from spilling.

19. You're catering to a parade of buyers. Why wait—if it is good business to change your method of sundae making and serving — change today.

Sundaes

SUNDAES provide possibilities in flavor combinations to appeal to every taste. Chocolate, fruit, nuts, fudges, syrups — singly or in combination, give opportunity for variety and thrill in both taste and eye appeal.

Everybody likes-

THE CHOCOLATE SUNDAE

Yes, 'most everybody seems to like a *good* Chocolate Sundae—It's a "best seller" at every Ice Cream department and soda fountain.

Isn't it good business to be sure you are making the every day sundae favorite, just the way people really do like it best? Make it good.

Remember, there is more than one flavor for topping in the Chocolate Sundae.

Bittersweet—a sharp flavor contrast with Vanilla Ice Cream.

Sweet or Mild Bittersweet—tangy but modified to soften the sharpness a little.

Fudges—hot or cold, with their rich, smooth mellowness.

Swiss Chocolate—that extra special creamy topping that "melts in the mouth".

Every type has its following—"come again" customers.

Attract the Chocolate Sundae trade with variety in your chocolate flavors—catch more than one lane of traffic!

It's the volume business in Chocolate Sundaes that builds profit and makes it possible to serve better sundaes at an attractive price.

Be sure the "topping" is really "tops" and reall · *Sundae Topping.*

And, of course, lay the foundation with good Ice Cream and follow the routine steps to completion.

Then show you're proud of your Chocolate Sundae. Add showmanship and eye appeal by "dolling it up":

1. Garnish with whipped cream.

2. Top with cherry, pineapple cube, chocolate decorettes, small candy, or other eye catching bit of color.

3. Serve on plate with doily underliner—silver at side—or on an individual 8 x 12 inch oblong or 12 inch round doily at the soda fountain.

These are the points for prideful featuring of the "best seller" in the Sundae Class.

And, is the Sundae worth the trouble? From "More Profits At The Fountain":

"The Ice Cream sundae business is profitable every day in the week. It contributes 8.7% of the fountain's total income; 9% of the fountain's total gross profits and 15.2% of the fountain's entire net profits. The average gross profit on sundae sales at the soda fountain was 47.5%, from which must be deducted the retailer's operating expense which was 33.4%, leaving a net profit of 14.1% on each sale. This certainly could be considered an immense slice of the consumer's dollar for net profit."

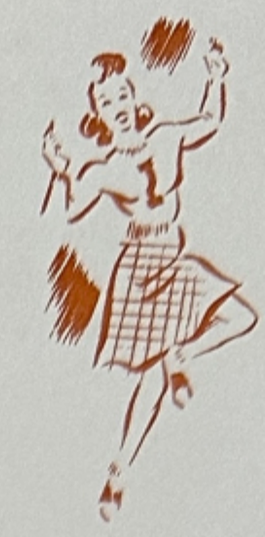
And you can tie to that—it's Government survey figures they're quoting!

Yes, you'll like the business a good Chocolate Sundae brings you, and your customers will like the good Chocolate Sundae you can so easily bring them.

1.

2.

3.



CO-ED SPECIAL SUNDAE

TESTED I.C.M.I. FORMULA

Chocolate—Marshmallow—Cherry—Banana Sundae

Isn't it simple?

We show here how to convert a simple sundae into a fancy sundae and step up the price.

No. 1 picture shows various services of Chocolate Sundaes. The center sundae is a Chocolate Marshmallow Sundae.

No. 2 picture shows the addition to the Chocolate Marshmallow Sundae of four slices of Banana, around edge of glass.

No. 3 picture shows the addition of four red Maraschino Cherries between the slices of Banana.

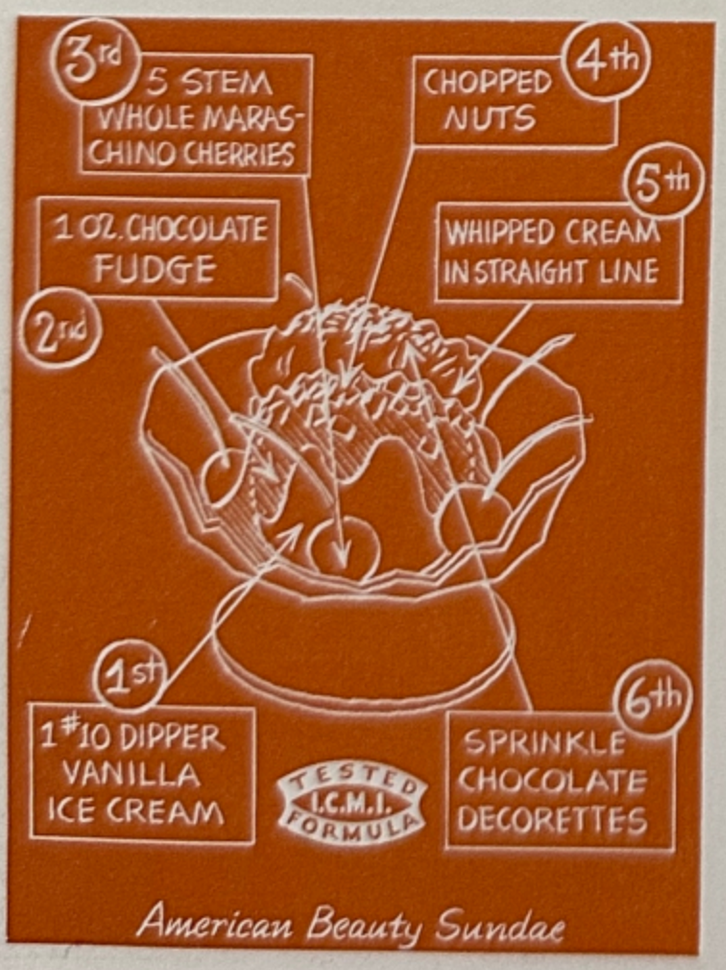
No. 4 picture shows the finished Chocolate Marshmallow Cherry Banana Sundae.

Chocolate Marshmallow Cherry Banana Sundae. Name too long? All right! Give it a name! Let's call it "CO-ED SPECIAL SUNDAE".

4.

AMERICAN BEAUTY SUNDAE

In a flat footed round sundae dish place a No. 10 dipper of Vanilla Ice Cream. Cover with 1 ounce Chocolate Fudge. Surround the Ice Cream at base with 5 Stem Whole Maraschino Cherries. Sprinkle Chopped Nuts over Fudge. Garnish with a straight line of Whipped Cream through center and sprinkle Chocolate Decorettes over all.



BALLOON SUNDAE

Into a tulip sundae dish place ½ ounce Chocolate Sauce. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Chocolate Sauce. Top with Whipped Cream and a Cherry.

Use the "give-away balloon" idea to sell more of a staple item.

WHITE HOUSE SUNDAE

In the bottom of a tulip sundae dish place ½ ounce of Crushed or Sliced Strawberries. Add 1 No. 24 dipper of White House Ice Cream, then 1 No. 20 dipper of White House Ice Cream. Cut circles or wheels of Banana (slices—about 1/3 of a Banana). Place these around the Ice Cream, almost covering the top. Stream around this, a small portion of Marshmallow. Sprinkle with assorted ground Nuts, top with Whipped Cream and a whole Red or Green Stem (cocktail) Cherry. Note: The stem cherry is used here because the consumer seems to enjoy picking up the cherry by the stem.

THE "ALL AMERICAN" SUNDAE

Ice Cream—Marshmallow—Cherries—Blueberries

Into a crimp or tulip sundae dish place ½ ounce white Marshmallow topping. Add 2 No. 20 dippers Vanilla Ice Cream.

Pour over the Ice Cream 1 ounce white Marshmallow topping. On one side of dish, over the Marshmallow, place 2 soda spoons of Crushed or sliced bright Red Maraschino Cherries. On the other side, over the Marshmallow, place 2 soda spoons of Fresh or Frozen Blueberries.

This gives the sundae the desired patriotic effect with the red, white and blue colors.

FRESH RASPBERRY BANANA SUNDAE

Into a stem sundae dish place 1 No. 10 dipper of Vanilla Ice Cream. Cover Ice Cream with 1½ ounces Fresh Raspberries. Decorate with Whipped Cream and slice Banana around edge of dish. Top with a whole Raspberry.

HOT FUDGE RAISIN CLUSTER SUNDAE

Into a tulip sundae dish place ½ ounce Fudge Raisin Mixture. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Fudge Raisin Mixture. Decorate with Whipped Cream and top with a Red Cherry.

Fudge Raisin Mixture:

Into the equivalent of a cup of Hot Fudge, add 1/3 cup Seedless Raisins. Keep in Fudge Warmer.

TWIN HOT FUDGE RAISIN SUNDAE

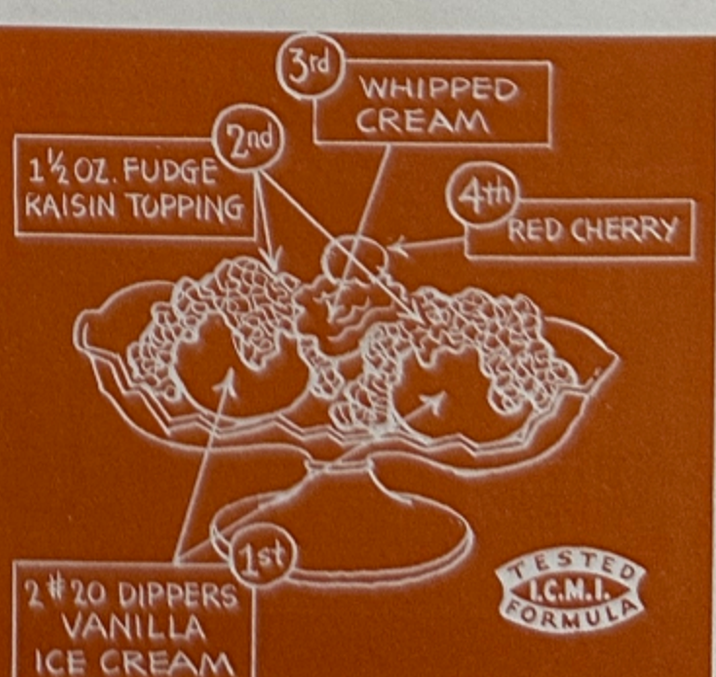
Into a twin sundae dish place 2 No. 20 dippers of Vanilla Ice Cream. Over the Ice Cream pour 1½ ounces Fudge Raisin Topping. Garnish between molds of Ice Cream with Whipped Cream and a Red Cherry.

Fudge Raisin Topping:

Into the equivalent of a cup of Hot Fudge, add ½ cup Seedless Raisins. Keep in Fudge Warmer.

Fresh Raspberry Banana Sundae

Hot Fudge Raisin Cluster Sundae



Twin Hot Fudge Raisin Sundae

GRAPE

Invitation Sundaes are especially adaptable in cafeterias, restaurants, cafes, schools, luncheonettes, hotels, coffee shops and similar places. They are frequently sold under the name of "Junior Sundaes" or "Budget Sundaes" because they can be marketed at a very moderate price.

Illustrated on this page are only a few of the "Invitation Sundaes" possible for you to make. These sundaes are called "Invitation" because they are intended to be used to invite people who are not now regularly eating Ice Cream or Sundaes at frequent intervals during the day and especially during meal time.

Note the service ware as compared to the ordinary type previously used.

This new service is inexpensive and beautiful. It enhances appetite and eye appeal; makes the sundae taste better, because it looks better.

GRAPE—1 ounce Grape Jelly over a No. 16 dipper of Vanilla Ice Cream.

CURRANT—1 ounce Currant Jelly over a No. 16 dipper of Vanilla Ice Cream.

CHOCOLATE—1 ounce Chocolate Sauce or Fudge over a No. 16 dipper of Vanilla or Chocolate Ice Cream.

STRAWBERRY—1 ounce Crushed Strawberries or even good Strawberry Syrup over Vanilla or Strawberry Ice Cream.

CURRANT

Invitation Sundaes have been purposely designed to contain a quantity of Ice Cream and topping that will enable the merchant to sell them at a figure the people will readily pay and because too, so many people like an occasional "small sundae."

MAPLE WALNUT—1 ounce Maple Walnuts in Syrup over Vanilla or Maple Ice Cream.

The whipped cream and cherry garnish is optional. If your price permits—use it.

It's better to sell a small sundae, than to lose an Ice Cream sale to some other competing item. This type sundae opens a new avenue for more sundae sales.

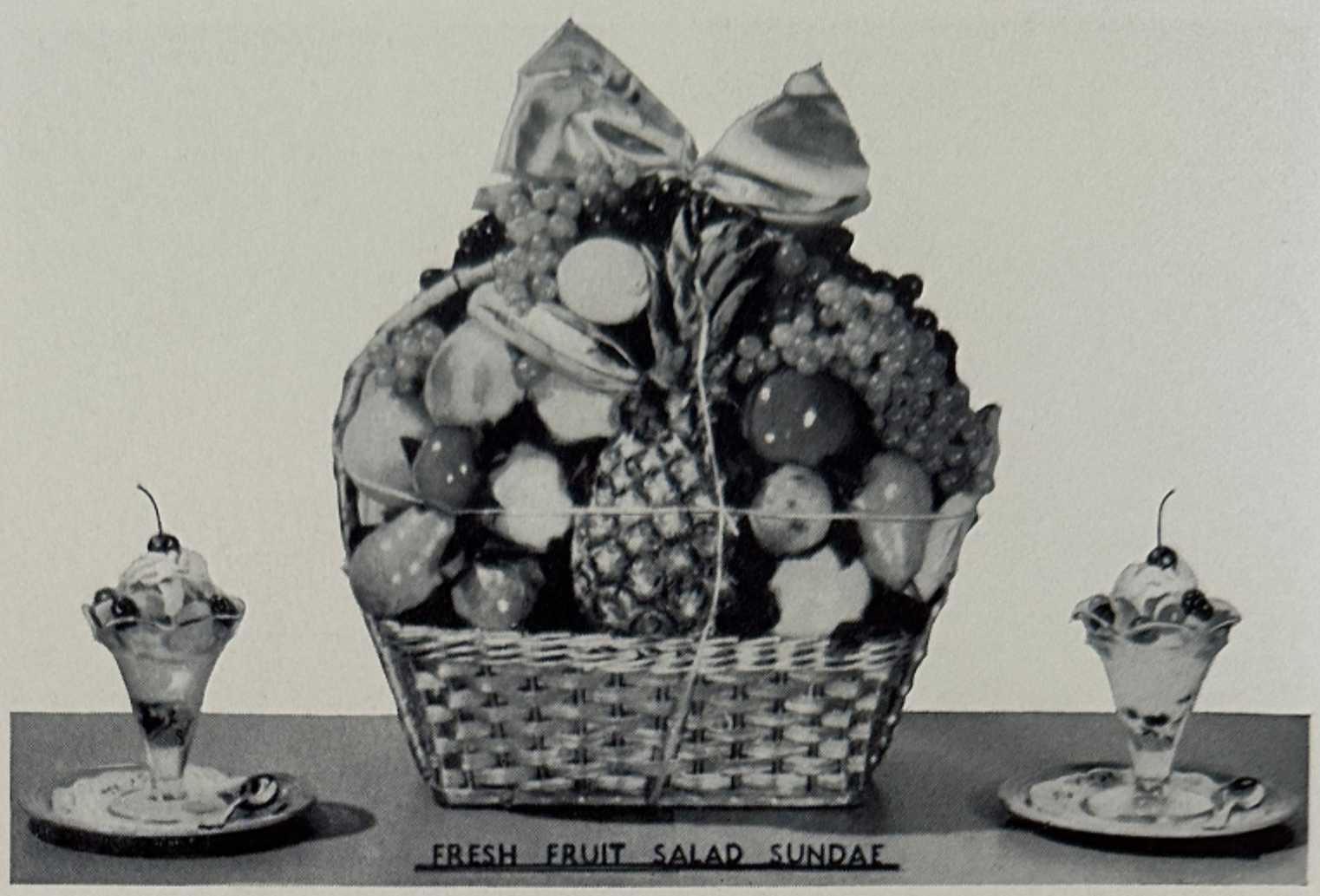
CHOCOLATE

STRAWBERRY

MAPLE WALNUT

The FRUIT SALAD SUNDAE

THE SUNDAE



THE WINDOW

Into a crimp sundae dish place ½ ounce Fruit Salad. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 ounce of Fruit Salad. Garnish with whipped cream and top with either a stem cocktail cherry or a regular Maraschino Cherry, or any other one of the fruits which are part of the Fruit Salad formula.

Formula For Fruit Salad

Topping

(100 portions)

1 No. 2½ can sliced Pineapple
1 No. 2½ can Bartlett Pears
1 No. 2½ can Peach Halves
1 lb. White Seedless Grapes
(or 2 No. 1 cans)
¼ lb. Marshmallows
6 Apples (medium size)
6 Oranges (176)
6 Bananas (medium size)
¼ cup chopped Maraschino type Cherries
¼ cup chopped Green Cherries
½ lb. Granulated Sugar
Juice of 2 lemons

Open canned fruit and drain, reserving juice. Cut fruit into fairly small pieces and put in a large mixing crock. Quarter marshmallows or use midget marshmallows, stem and wash grapes. Pare apples and oranges, cut into small pieces, add to other fruit. Peel bananas, slice crosswise, adding to other fruit. Juice of two lemons added prevents discoloration of fruits. Add sugar and all fruit juices with cut cherries and mix all well. Let stand in refrigerator two hours before using.

Add to above a very small amount of yellow fruit color or butter color to give the fruit the "Golden Glow" effect.

TAVERN CHERRY SUNDAE

Into a crimp sundae dish place ½ ounce Wild Cherry Syrup. Then add 2 No. 20 dippers of Vanilla Ice Cream. Decorate with Whipped Cream and top with 5 Tavern Cherries.

The Tavern Cherries are the cherries with the stems in them.

HOLIDAY SUNDAE

Into a twin sundae dish place 3 No. 24 dippers of Vanilla Ice Cream. Over one dipper of Ice Cream put one soda spoon of Crushed Red Raspberries, over the center dipper one soda spoon Marshmallow and a rosette of Whipped Cream. Over the other dipper of Ice Cream put one soda spoon of Blueberries.

NUT SALAD SUNDAE

Into a stem glass place a No. 10 dipper of Vanilla, Maple or Coffee Ice Cream. Cover Ice Cream with a ladle of Nut Salad, top with Whipped Cream and Garnish with a Whole Filbert or a Brazil Nut.

Nut Salad:

Use equal portions by weight of the following nuts:

Pecan Halves
Whole Brazils
Whole Filberts (Hazelnuts)
Cashews
Black Walnut Halves
Blanched Almonds

Cover with heavy good quality Maple Syrup. Mix thoroughly.

Feature

THESE SUNDAES

Made With

BLUEBERRIES

★

Many a customer prefers Blueberries to any other kind of topping obtainable. A Fresh Blueberry Sundae is an outstanding sundae if the berries are properly prepared. The secret of the preparation of blueberries is to use hot simple syrup to cover them instead of cold and add a little lemon juice. Merely wash Blueberries, drain, and pour hot simple syrup over them. Add a small quantity of lemon juice.

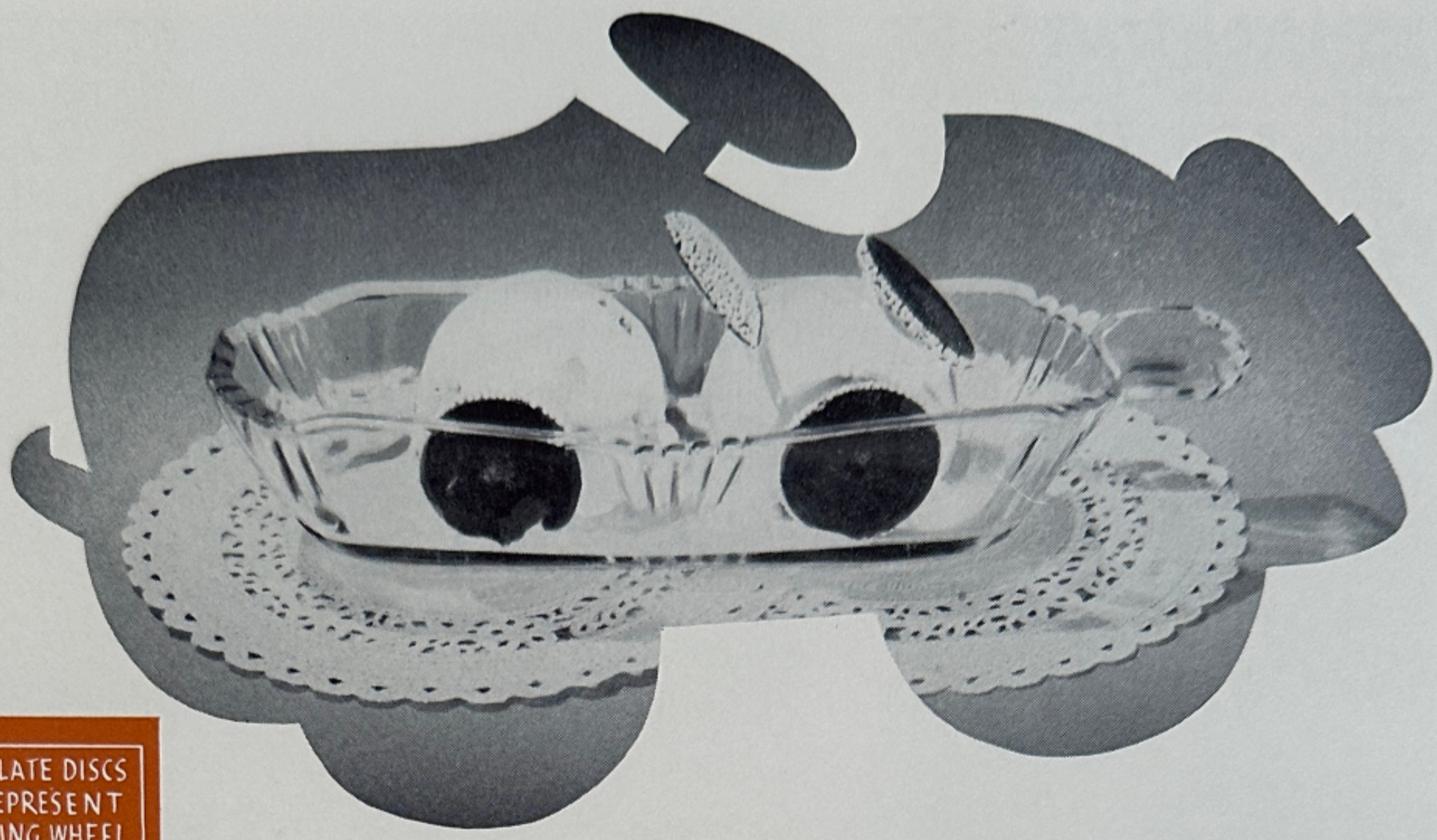
As soon as Blueberries are available at a reasonable price in your territory, feature a Fresh Blueberry Sundae. Prepare the berries the night before so that they will be chilled for the next day's business. Plan all-the-way merchandising on this item. Advertise these sundaes in the window, on the window, on the tables, on the menus, on the back bar, over the wire and out of the mouths of all the clerks through suggestion. Don't just have a jar of Blueberries on the fountain in case someone calls for one. Certainly they "just won't sell" with that method. Customers are not mind readers. A new item (if it *is* new with you) must be brought to the attention of the customer and there is no use just doing a half way job on it. MERCHANDISE WITH THE ALL-THE-WAY MERCHANDISING PLAN.

BLUEBERRY BANANA

Into a tulip sundae dish place ½ ounce Fresh Blueberries. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Fresh Blueberries. Decorate with Whipped Cream and slice Banana around edge of dish. Top with a whole Blueberry.

FRESH BLUEBERRY

Into a crimp style sundae dish, place ½-ounce Fresh Blueberries. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 oz. Fresh Blueberries. Decorate with Whipped Cream.



SOAP BOX DERBY SUNDAE

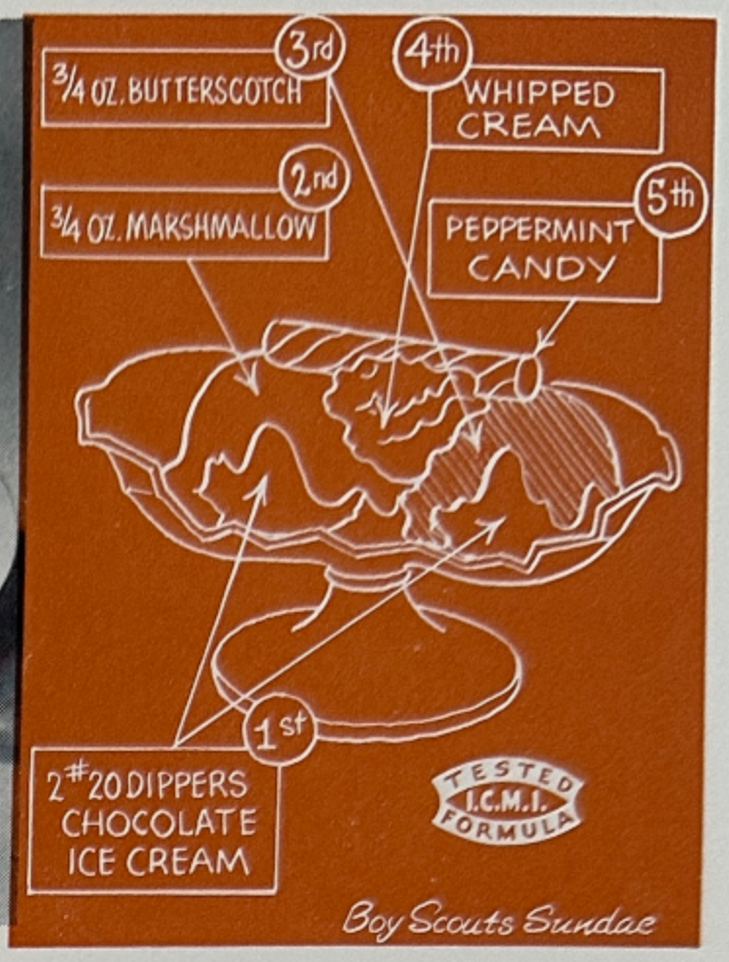
Into a Banana Split dish place 2 No. 20 dippers of Chocolate Ice Cream. Cover Ice Cream with Marshmallow. On sides of the Ice Cream place four round chocolate discs to represent wheels, one on the one dipper of Ice Cream to represent the steering wheel and one disc to represent spare tire. (The chocolate discs, if you do not have them, can be purchased at almost any candy counter. They are called nonpareils.)

MAPLE WALNUT SUNDAE

Into a tulip sundae dish place ½ ounce Maple Walnuts. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Maple Walnut Syrup and decorate with Whipped Cream. Top with a cherry.

Be sure to dilute Maple Walnuts with syrup, according to instructions on label.

SUNDAES FOR THE WHOLE FAMILY



BOY SCOUTS SUNDAE

Into a twin sundae dish place 2 No. 20 dippers of Chocolate Ice Cream. Cover 1 dipper of Ice Cream with ¾ ounce Marshmallow and cover the other dipper of Ice Cream with ¾ ounce of Butterscotch. Decorate with whipped cream and top with a piece of peppermint candy.

DADSDAE SUNDAE

Into a stem sundae glass put a No. 10 dipper of Vanilla Ice Cream. Over it, divided into equal parts, pour the following fruit (fresh or frozen):

Blackberries
Red Raspberries
Sour Red Pitted Cherries
Sliced Peaches

Top with whipped cream and garnish with a whole blackberry.

A NEW

Into a round flat sundae dish place 1 No. 16 dipper of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Chocolate Topping. Place a few animal crackers around the edge of the dish and one on top as the decoration.

"THE FAMILY"

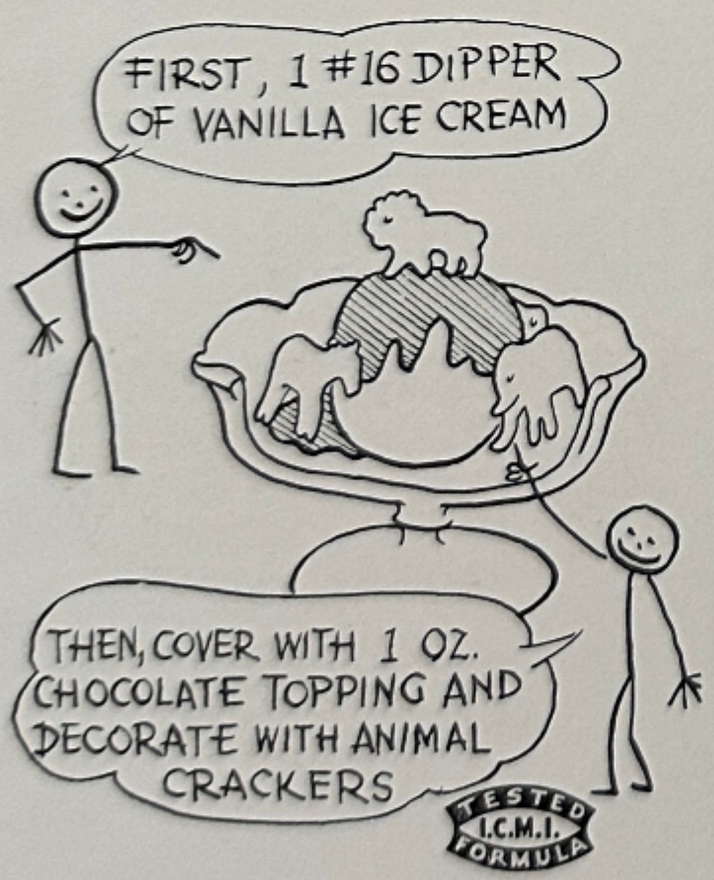
DADSDAE
MILADY
LITTLE GIRLS
BOY SCOUTS
TINY TOT

LITTLE GIRLS SUNDAE

Into a crimp sundae dish place ½ ounce Chocolate Topping. Add 1 No. 20 dipper of Chocolate and 1 No. 20 dipper of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Chocolate Topping. Decorate with Whipped Cream and top with sugar and spice candies.

"Sugar and Spice 'n' everything nice —that's what Little Girls are made of—"

TINY TOT



This is an occasion in the youngster's life. It is his first banquet. Treat him with courtesy—put on a show.

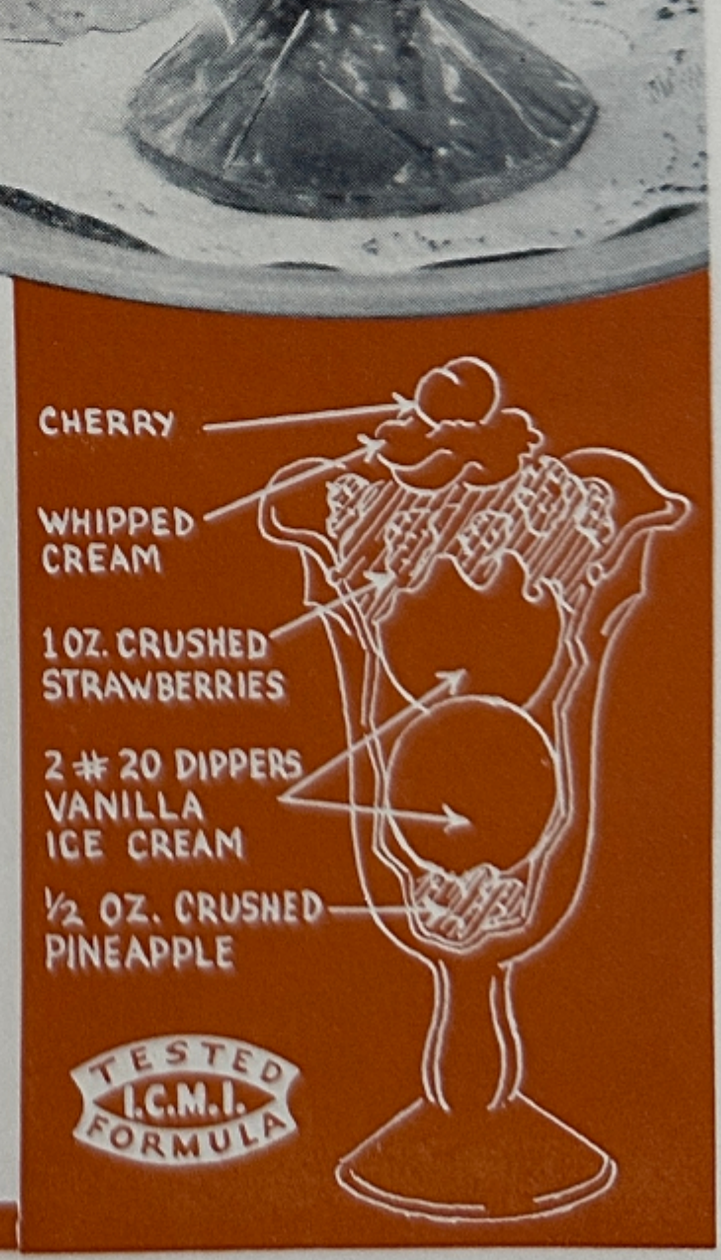
A doily on counter, spoon and paper napkin and glass of water. A doily under the service.

The memory of your treatment will linger on, long after the price has been forgotten.

MILADY SUNDAE

Into a tulip sundae dish place ½ ounce Crushed Pineapple. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Crushed Strawberries. Decorate with Whipped Cream and top with a Cherry.

Place finished sundae on a square piece of colored cellophane. Pick up four corners of cellophane and push to side of glass. Snap rubber band around stem of glass.

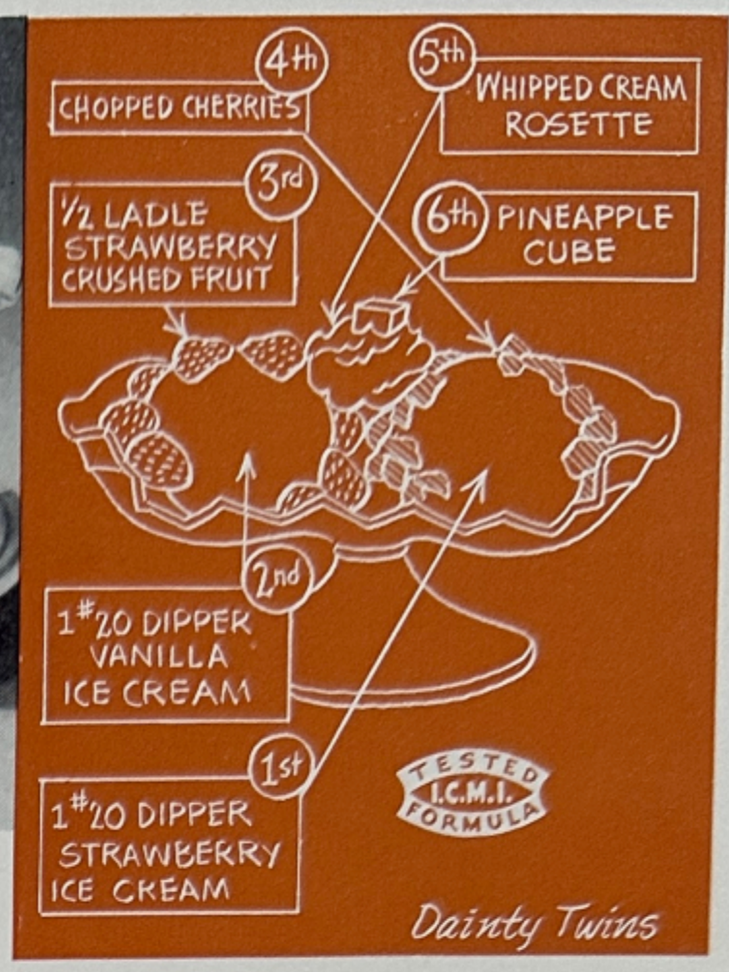


TROPICAL FRUIT SUNDAE

Into a large, flat bottom sundae dish place a ring of Pineapple. On this place 1 No. 30 dipper each of Chocolate, Strawberry and Vanilla Ice Cream. Ladle ½ ounce chocolate topping over the Vanilla Ice Cream, ½ ounce Marshmallow over the Chocolate Ice Cream and ½ ounce Strawberries over the Strawberry Ice Cream. Top with Whipped Cream and Stem Cherry.

DAINTY TWINS SUNDAE

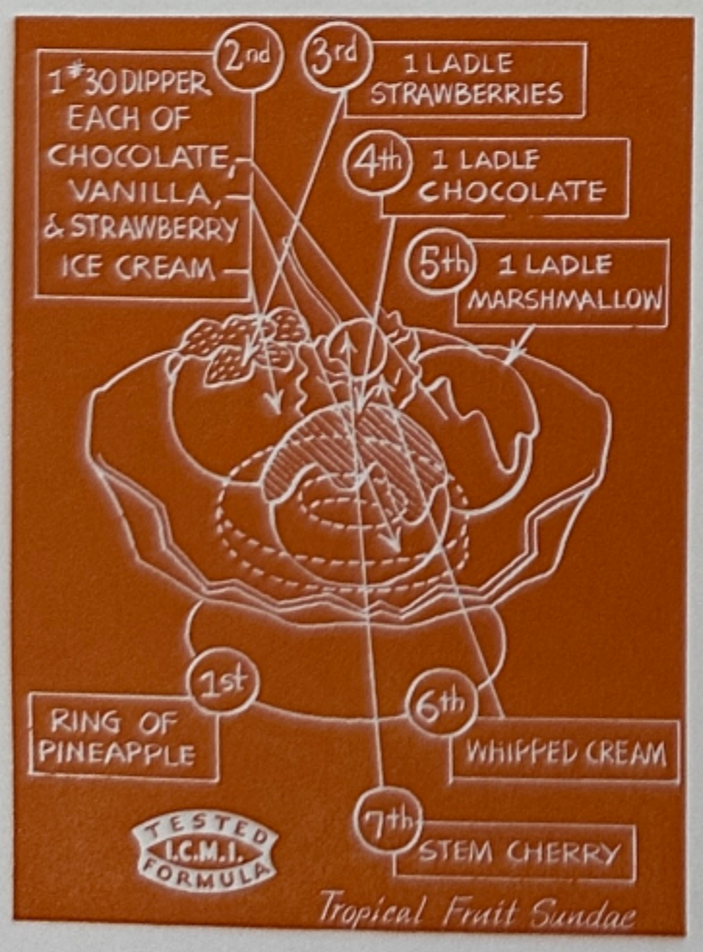
Into a twin sundae dish put 1 No. 20 dipper of Strawberry Ice Cream and 1 No. 20 dipper of Vanilla Ice Cream. Over the Vanilla Ice Cream pour ¾ ounce of Strawberry Crushed Fruit and over the Strawberry Ice Cream, Chopped Cherries. Between the two molds of Ice Cream, place a rosette of Whipped Cream. Garnish with a Pineapple Cube.

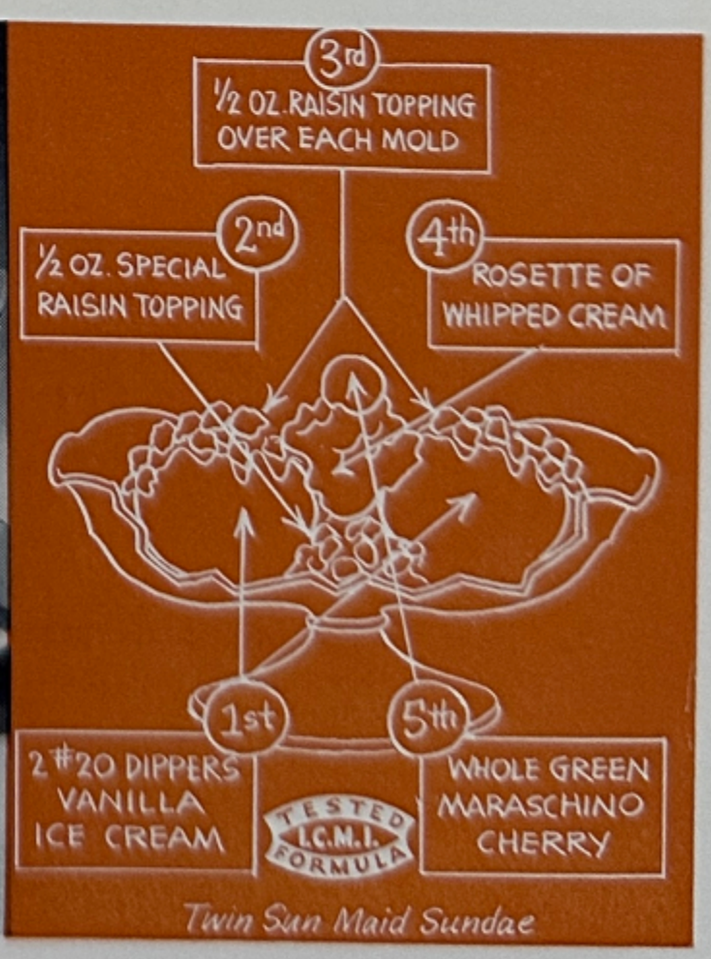


TWIN SUN MAID SUNDAE

Into a twin sundae dish place 2 No. 20 dippers of Vanilla Ice Cream. In center of dish (or between molds of ice cream) ½ ounce Special Raisin Topping. Cover each mold of Ice Cream with ½ ounce of Raisin Topping. Between molds of ice cream (center of dish) a rosette of whipped cream topped with a whole Maraschino Cherry.

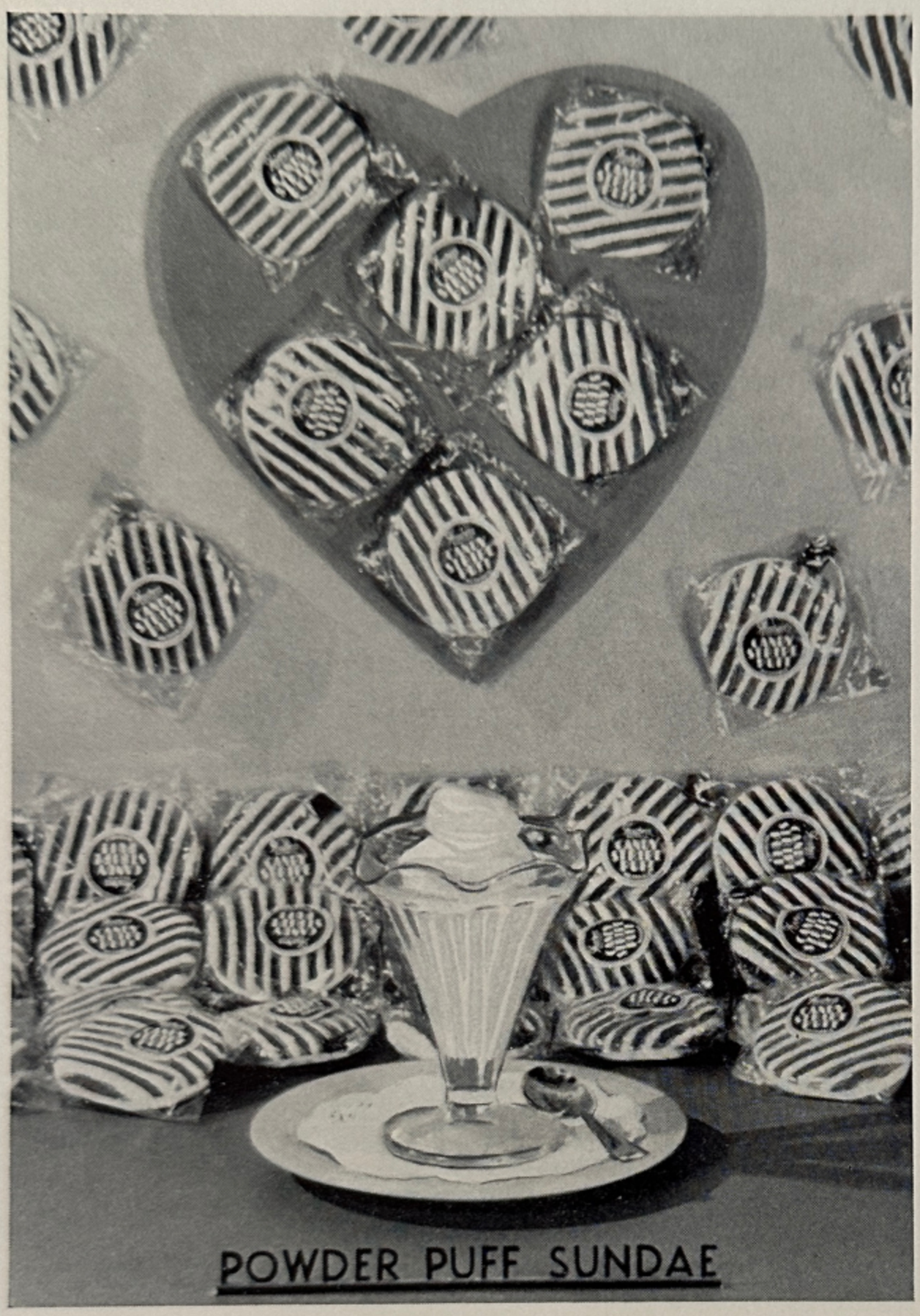
To make Special Sun Maid Raisin Topping: Use 1 cup of Raisins to 1 cup Cherry Syrup. Allow the Raisins to remain in the syrup, before using the dressing, for at least 3 hours.





A Real Selling Idea

The POWDER PUFF Sundae



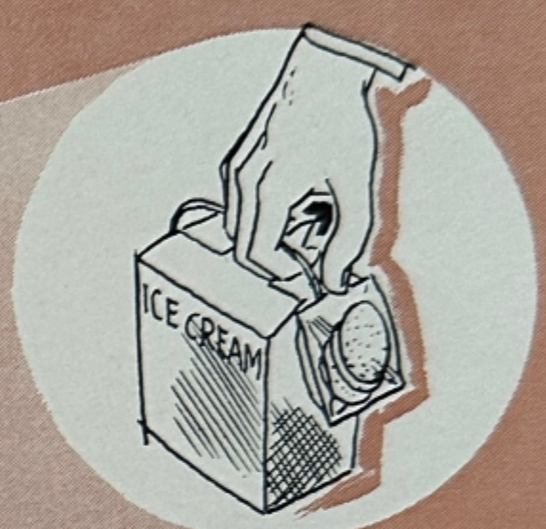
A small inexpensive powder puff can easily be given away with this sundae. If powder puffs are bought in quantities they can be purchased at a price which, if added to the cost of your sundae, will still yield a fair profit.

Into a crimp style sundae dish place ½ ounce Marshmallow. Add 1 No. 24 dipper and 1 No. 16 dipper of Vanilla Ice Cream. Cover ice cream with 1 ounce Marshmallow, and top with 1 whole White Marshmallow.

It's a date!

ICE CREAM... COOKIES... and YOU!

Spotlight YOUR ICE CREAM "REGULARS" with Cookies!



ADD THE "ZING" TO POPULAR ICE CREAM SERVICES

Use variety in the cookies you serve. For instance:

Ice Cream Soda with pretzels! A Taste "natural."

The Tulip Sundae Service—enhanced by the delicate flavor of "petit fours" or little fruit cookies.

Special Flavored Ice Cream — stick two or four crunchy Nabisco wafers around.

The Package of Ice Cream. Suggest a bag of cookies.

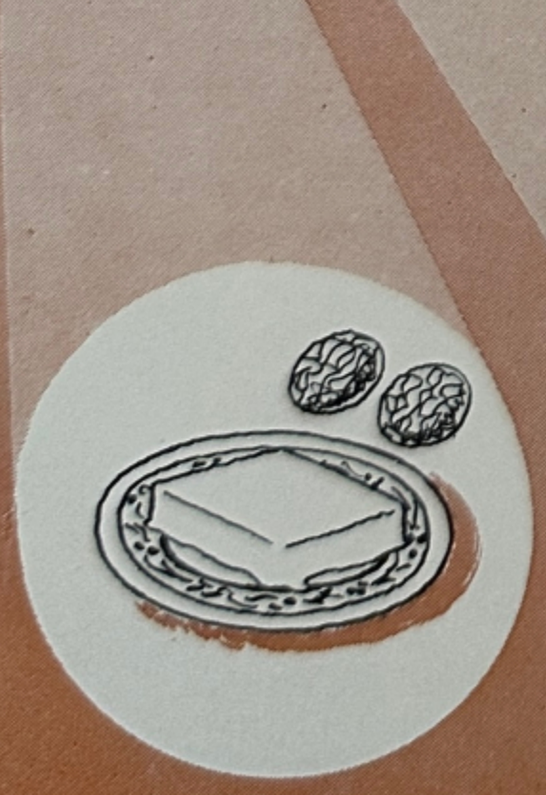
Feature a combination — 1 quart of Ice Cream and 1 cellophane bag of Chocolate Snaps for a special price.

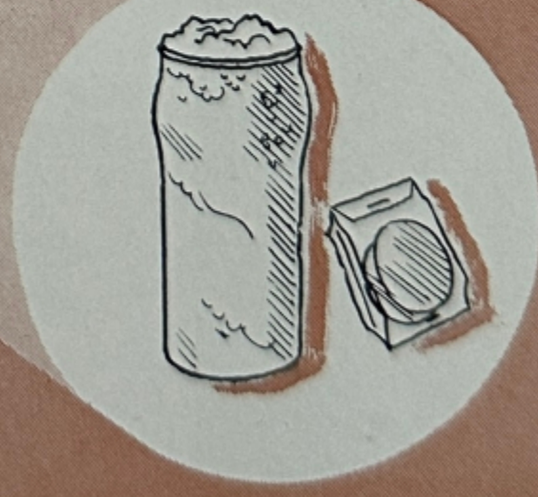
Dish of Ice Cream (for restaurant, hotel, tea room or cafe service) with Chocolate Marshmallow Cookies.—Good!

Ice Cream Milk Drinks — Serve cookies in a cellophane bag — suggests cleanliness as well as "something extra."

Crimp Sundae Service — The eye and taste appeal is greatly increased by serving Cocoanut Bars on the side.

Brick Ice Cream — Luncheons, dinners, parties, etc., — home or store — with Almond Macaroons or Macaroon Wafers.





NABISCO SUNDAES

The first sundae, lower left is a No. 10 dipper of Vanilla Ice Cream in paper service. Upper left, is a No. 16 dipper of Strawberry Ice Cream in a small tulip glass. Similar is the large center service. Upper right is a No. 10 dipper of Chocolate Ice Cream in another type of paper container. Lower right is a No. 10 dipper of Egg Nog Ice Cream, topped with a Maraschino Cherry—in the aristocratic stem dish.

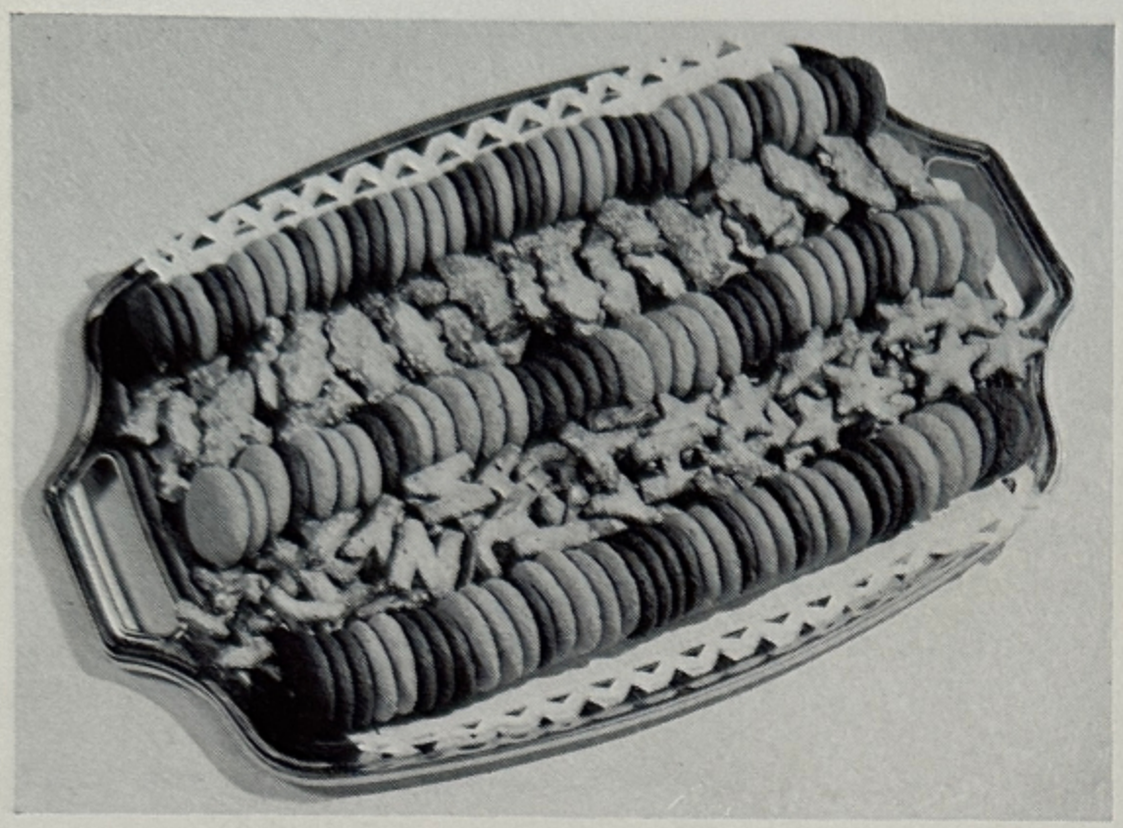
Each is served with Nabiscos placed around the ice cream. The two on the left, the one, upper right, and the center, are for average service, while the one, lower right, is a little more dignified—to be served in a more elaborate setting.

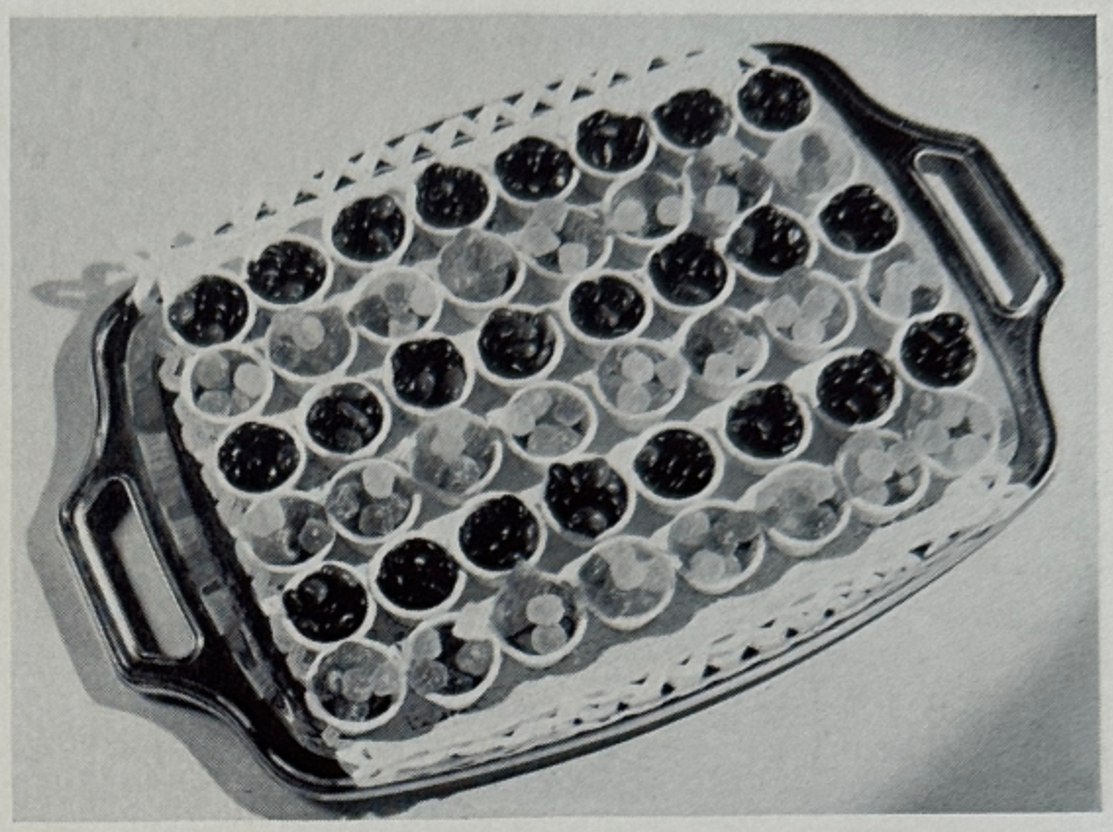
BLACKBERRY BANANA SUNDAE

Into a tulip sundae dish ladle ½ ounce Fresh Blackberries. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Fresh Blackberries. Decorate with Whipped Cream and slice Banana around edge of dish. Top with a whole Blackberry.

HELP YOURSELF TRAY—"LAGNIAPPE" BRINGS 'EM BACK!

TESTED I.C.M.I. FORMULA





(Overheard out in the field)
One Retail Store Dealer to another—

"Seems to me you're selling a lot more Ice Cream than I am. I buy the same brand. Here we are, both on the same street—my location is just as good as yours—in fact, I believe I have a little edge on you there. But, boy, you're sure outselling me. How do you do it?"—

Dealer No. 2—

"Well, sir, I don't know that I can rightly say. It's good Ice Cream, first of all—and I feel that the brand sign in my window brings a lot of customers. Then I try to make 'em feel I'm glad they came and that I'd like to have 'em come again. I give them a little "lagniappe"—that's a little something extra, without extra charge. That's about all there is to it—I guess."—

But, of course, that isn't all there was to it! There's always a reason behind such a story.

We set out to find what it was. Here's what we saw—

"Help Yourself" Trays

Dealer No. 2 is a smart merchandiser. His "bring 'em back" method was the offering of a "help yourself" tray—to every customer.

We've filled two such trays for you above—

The Cooky Tray

The cooky tray has small sized cookies from the National Biscuit Company line. Several flavors, Chocolate, Lemon, Macaroon Snaps, are arranged alternately in display fashion.

The pretzels used between cooky rows aren't ordinary pretzels but are cut in the form of stars, "little fishes" and letters of the alphabet. American Cone and Pretzel Company, 10th and Susequehanna Avenue, Philadelphia, Pennsylvania makes them.

The Candy Tray

Small paper ramekins (No. 39) are filled with Chocolate Covered Raisins, Bittersweet Bits or simple, very small Chocolate Candies.

The alternate rows of cups contain assorted Jellyettes, made by the Pan Confection Factory, Chicago, Illinois.

Contents of paper cups on this tray can be varied by occasional use of assorted Roasted Salted Nuts.

"Won't You Have —?"

At Dealer No. 2 store, your order of a dish of Ice Cream, a Soda, a Sundae, a Milk Drink, is made and served in the regular way. Soon after the customer starts eating, the waitress reappears, bringing the cooky tray—with a pleasant "Won't you have a cooky?"

If the cookies are refused, the waitress returns with the candy tray—and pleasantly—"Won't you have a few candies?"—

That's His Secret!

This extra (lagniappe) might be figured in his selling price—probably is—

It's a powerful business builder—one of the best business getters we've run across.

Same town—same street—same Ice Cream as dealer No. 1—but "lagniappe" "brought 'em back" to the No. 2 dealer and we mean brought a lot of 'em—

It "Pulls" Every Time

This tray service was tried out in a nearby Maryland City. We know it works—we saw it and heard about it—from the enthusiastic dealer.

"Help yourself" and "A choice"—two potent merchandising phrases. This service combines both in simple, inexpensive effective fashion.

"Lagniappe" brings 'em back!"

And note, Mr. Dealer, if you please—This is another hostess suggestion for the service of Ice Cream in the home.

LEMONADE - ORANGEADE - LIMEADE

The tart, fruity flavor of oranges, lemons, limes and other citrus fruits, satisfies a natural craving of the human body.

In addition to their thirst-quenching properties, they have positive nutritional values, the acids of the various fruits acting as a balance for the excessive amount of carbonaceous foodstuffs.

Selecting the Fruit

In selecting any of the above varieties of fruit for use at your soda fountain, choose only clear skinned, fully ripened fruits—refuse that which shows blemishes or wrinkled skin and never, under any circumstances, use fruit that is in any way defective.

Nothing except experience and care will enable you to select proper fruit —but high quality in the fruit is absolutely necessary if you expect to make first class drinks.

After receiving the fruit, wash it thoroughly in cold water, dry it perfectly, and if you receive more than a few days supply, it is best to wrap each piece of fruit separately and carefully in a piece of paper, storing it in a cool, dry place which is well ventilated.

Buy fruit in small quantities; exercise care in its selection, in cleaning and storing it and more care when you prepare it to be served at your fountain.

The Lemonade

This is best when made from the fresh fruit. "Straight" lemonades are varied in many ways by the addition of syrup of other flavors. The "fancy" lemonade may be made very elaborate and priced accordingly.

Plain Lemonade

Into a 12 ounce shaker glass put the juice of one lemon. Add two tablespoonfuls of powdered sugar, plenty of cracked ice and a little water. Shake thoroughly, pour from shaker through strainer into serving glass, garnish with a soda spoon of sherbet, slice of orange and a red cherry. Serve the straws on the side.

Soda Lemonade

The juice of one lemon, three heaping teaspoonfuls of powdered sugar, into a mixing glass. Add shaved ice almost to fill the shaker, shake in the usual manner. Pour from shaker into service glass, add cracked ice and carbonated water. Garnish with a spoon of sherbet, slice of orange and red cherry

Grape Lemonade

Into a mixing glass put 3 ounces unfermented grape juice, the juice of one lemon, two tablespoonfuls of powdered sugar, two tablespoonfuls of crushed ice. Fill with ice water, stir well with a spoon, garnish with sherbet, orange and cherry.

Fruit Lemonade

Make the plain lemonade in the usual fashion, or the soda lemonade according to formula, and after it has been poured into service glass, add a ladle of fresh fruit salad.

Orangeade

The orange is a fortunate discovery for the soda fountain, for the mildness of its flavor makes it acceptable to almost everyone. Select fruit of the thin skinned, dark variety, with solid pulp, filled with juice. The Orangeade may be made directly from the fruit or from orangeade syrup, (orangeade syrup made from fresh orange juice) either method producing a first class drink that affords a large margin of profit.

Orangeade From the Punch Bowl

Place a good sized punch bowl on the counter. In this place a large square cake of ice and add one quart of orange juice, 11 pints of water, 2 ounces of fruit acid solution, sugar to sweeten to taste. Cut an orange in thin slices and float on top. Ladle into service glasses, garnish with a slice of orange, a cherry and a spoon of orange sherbet.

Individual Orangeade

Juice of one orange, one tablespoonful of powdered sugar, three dashes of lemon juice, half glass of finely chopped ice. Fill shaker glass with plain water and shake thoroughly. Pour into service glass, decorate with fruit and a spoon of sherbet.

Limeade

The Lime is a semi-tropical fruit, of the citrus variety. Our supply comes principally from Mexico, where the fruit grows to its greatest perfection. Fresh limes also come to us from many other sections.

The flavor is strongly characteristic and when served either "straight" or in combination with other flavors, makes a most appetizing drink.

Use only perfectly ripe, sound, juicy limes, being sure that they are not over-ripe. The perfect, peculiar lime flavor is found in neither the under-ripe nor the over-ripe fruit. Do not attempt to serve Limeades at your fountain unless the materials you use are exactly right as to quality.

Lime juice made directly from the fruit is put up in bottles and is used probably more frequently than the fruit itself.

The Limeade

(12 ounce service) Into a thin straight ade glass, put the juice of one lime, dropping into the glass, half of the lime from which the juice was extracted. Ask customer this question—"Sour, sweet, or medium?"—Then add simple syrup accordingly. The average 12 ounce drink, or the medium sweet beverage, is made by adding one and one-half ounces of simple syrup to the juice of one lime. Fill glass half full of cracked ice, fill with carbonated water, garnish with a slice of orange, a cherry and a spoon of sherbet.

Small Limeade

Into a six ounce glass, put the juice of one-half lime. After the juice has been extracted from the half lime, drop the half lime into the glass. Add simple syrup to satisfy the customer's taste, cracked ice and fill glass with carbonated water.

Claret Limeade

Follow the formula of the 12 ounce limeade and add one and one-half ounces of Claret Syrup, reducing the quantity of the simple syrup used in the original formula, to meet the desired finished sweetness of the drink.

Any of the foregoing ades may be converted into fancy drinks by the addition of various types of syrup—various flavors of syrup such as Raspberry Syrup, Strawberry Syrup, Orange or Wild Cherry.

The Ade Float

The Lemonade, Orangeade or Limeade Floats are made by following the regular formulae, adding a No. 20 dipper of Orange, Pineapple, Lime or Lemon Sherbet and garnish.

Simple syrup may, of course, be substituted for powdered sugar, where specified in the foregoing formulas.

Special Services

SPECIAL SERVICES sell for more because they require more time to make and serve. They're not meant to take the place of the staple items.

These are the "all stars" in Ice Cream selling—designed for Celebration Days—party serving—extra featuring.

Parfaits, Frappes, Tortes, Banana Splits, are headliners in the Ice Cream Parade. Give them the chance to "glamourize" your Ice Cream department.

ALL STAR PARFAIT

In a parfait glass place ½ ounce Broken Crystallized Ginger. Fill glass with Buttered Pecan Ice Cream. Sprinkle with very little Crystallized Ginger, Whipped Cream and Chocolate Shot.

This different flavor combination is easily made from simple ingredients. The buttery flavor of Buttered Pecan Ice Cream and the sharp piquancy of candied ginger, make a real "taste teaser" and appeal to those who are looking for "something different".

FRUIT SALAD PARFAIT

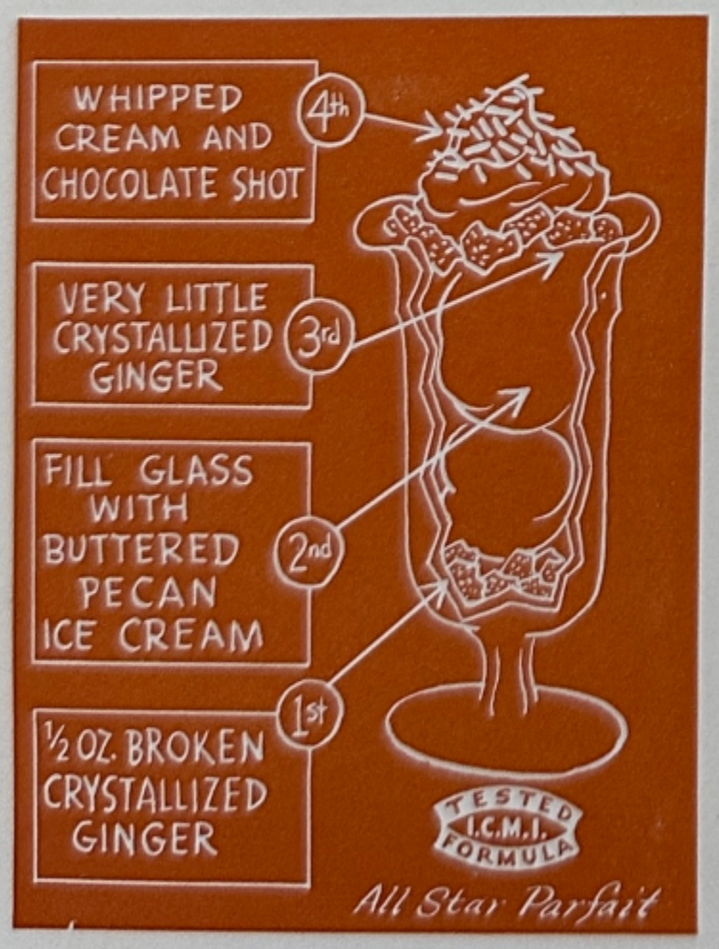
Into a parfait glass put ½ ounce Fresh Fruit Salad, and 2 No. 24 dippers of Vanilla Ice Cream. Cover with ½ ounce Fruit Salad. Run the handle of a soda spoon down the sides of glasses in order to "parfait" the parfait.

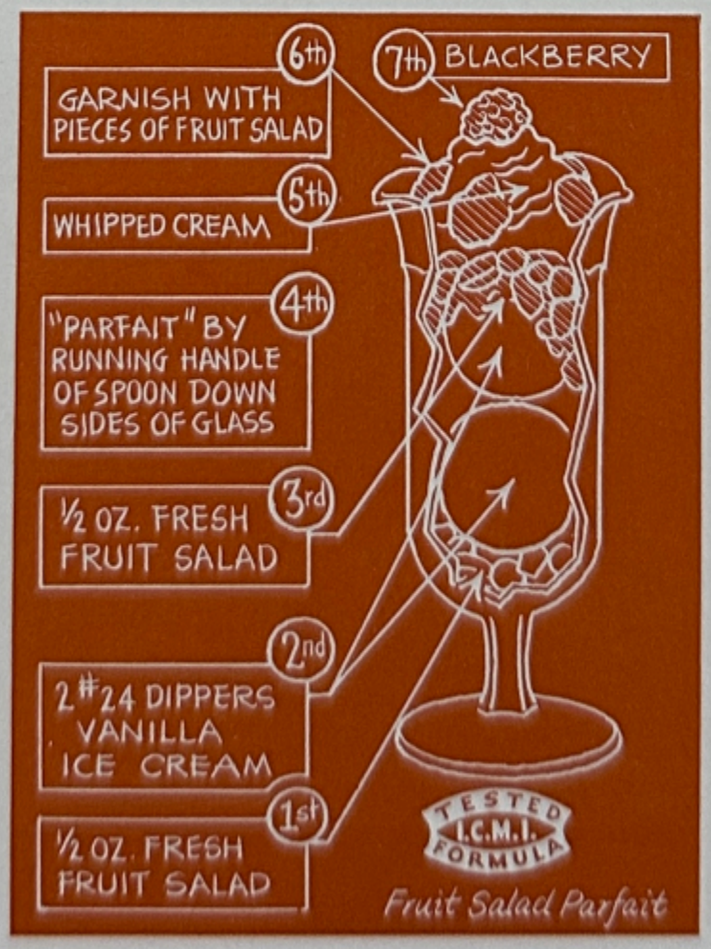
Top with whipped cream and garnish with pieces of Fresh Fruit Salad and at extreme top of the peak of the whipped cream place a Blackberry.

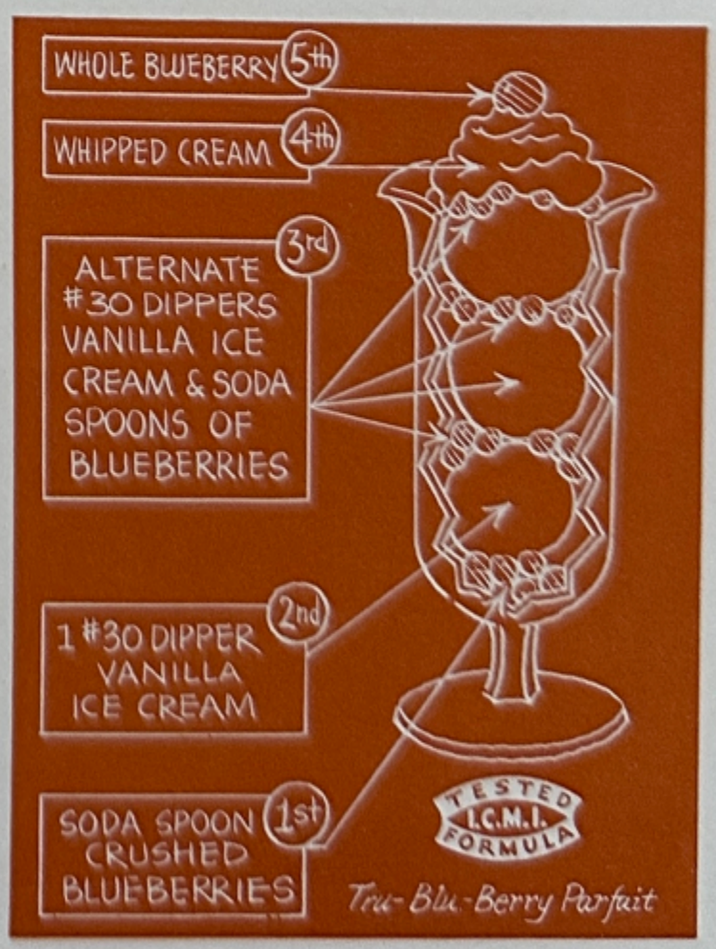
See Page 70 for formula for Fruit Salad

TRU-BLU-BERRY PARFAIT

In a parfait glass, start with a soda spoon of crushed blueberries. Alternate blueberries and a No. 30 dipper of Vanilla Ice Cream until 3 dippers of Ice Cream and 4 soda spoons of blueberries have been put in the glass. Run the handle of a soda spoon down the sides of glass in order to "parfait" the parfait. Top with whipped cream and a blueberry.

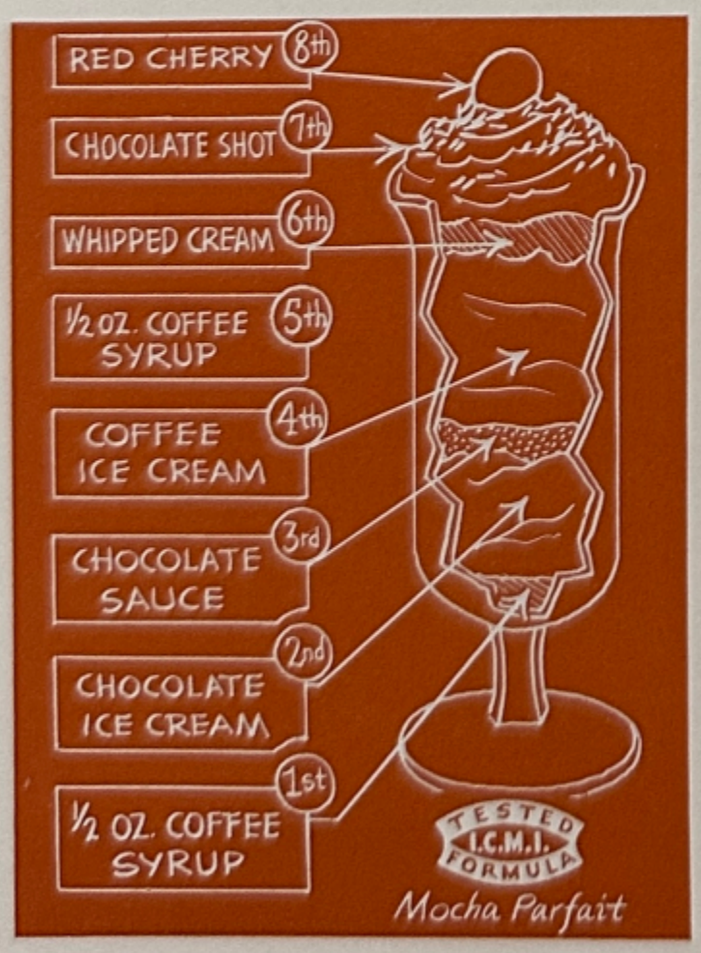






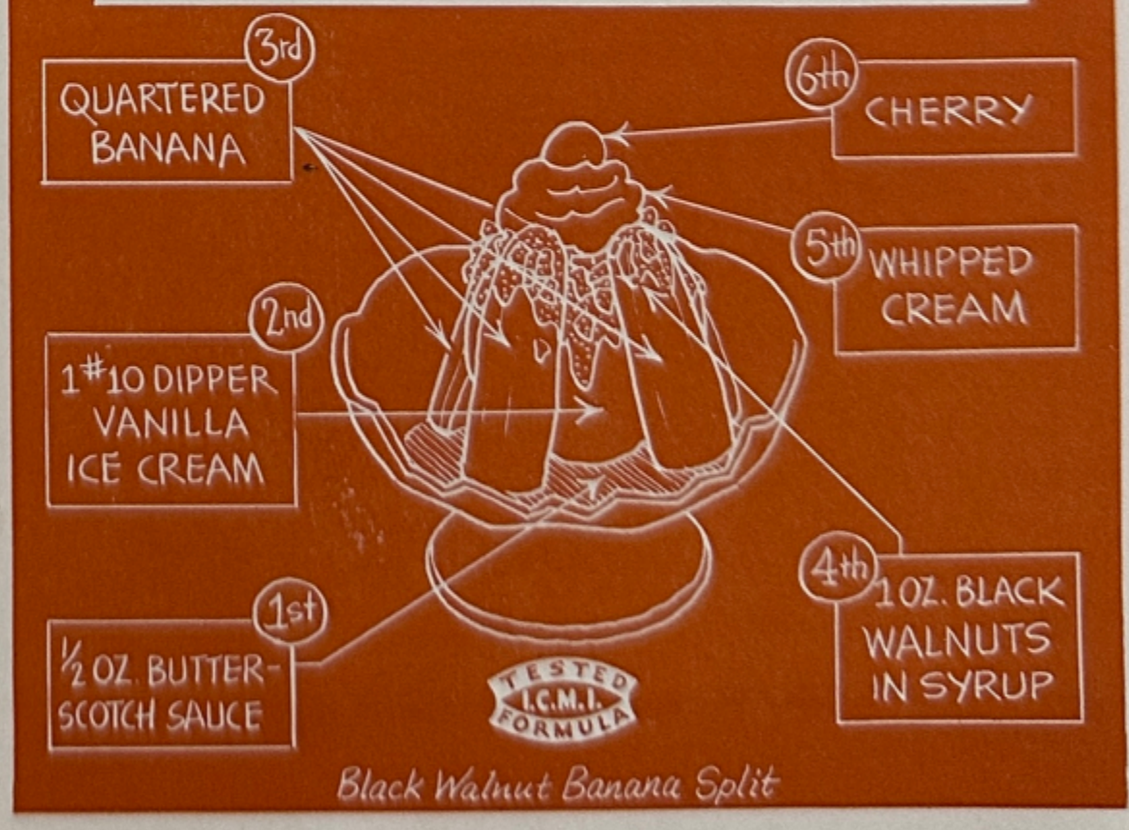
MOCHA PARFAIT

In a parfait glass put ½ ounce of Coffee Syrup. Add Chocolate Ice Cream. Cover with Chocolate Sauce. Add Coffee Ice Cream almost to top of glass, then add ½ ounce Coffee Syrup. Garnish with Whipped Cream, sprinkle with Chocolate Shot, top with a Red Cherry.



BLACK WALNUT BANANA SPLIT

Into a round stem dish put ½ ounce of Butterscotch Sauce. Into the sauce place a No. 10 dipper of Vanilla Ice Cream. On each side of mold of Ice Cream place a ¼ of a Banana in vertical position—flat side against ice cream. Cover all with 1 ounce of Black Walnuts in syrup. Garnish with Whipped Cream and a Red Cherry.



THE ICE CREAM BOWL

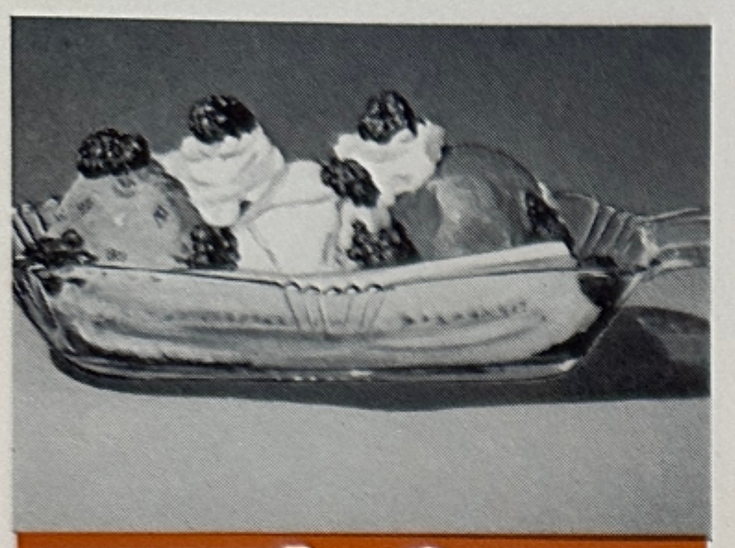
• Into a round, bowl-shaped dish, either glass or china, or a wooden salad bowl, place 3 No. 30 dippers of Ice Cream and 1 No. 30 dipper of Sherbet (all perfectly leveled off). You may vary this formula by choosing to serve two kinds of Sherbet and two kinds of Ice Cream.

SWISS CHOCOLATE BANANA SPLIT

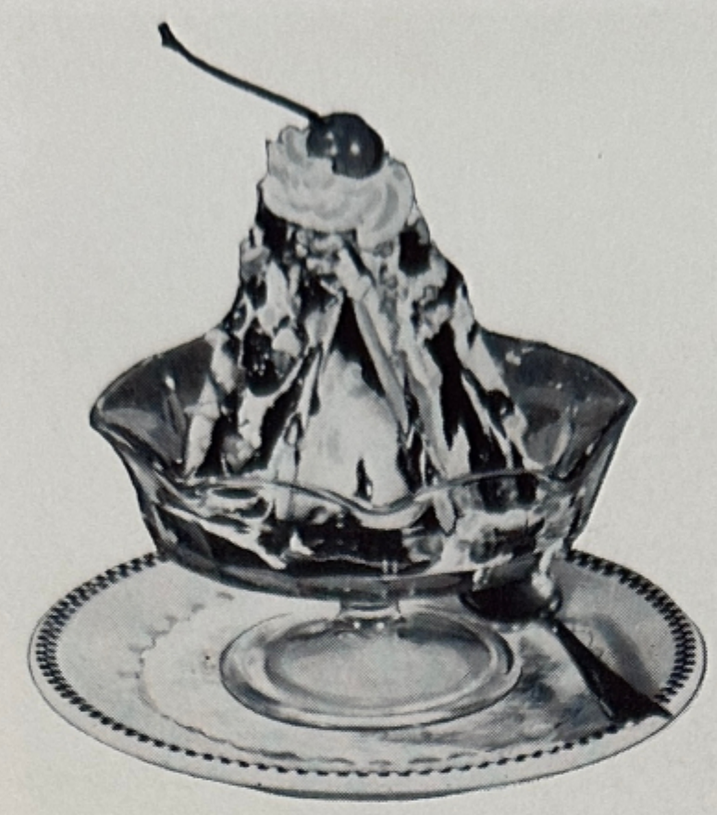
Split a whole Banana in the usual manner and place in a Banana Split Dish. Top with 2 No. 24 dippers of Vanilla Ice Cream and 1 No. 24 dipper of Chocolate Ice Cream (Chocolate in the center). Cover Vanilla Ice Cream with Swiss Chocolate Sauce. Cover Chocolate Ice Cream with rosette of whipped cream and lay in 4 or 5 whole pecan halves. (Toasted Pecans if you desire). Lay in Nabisco wafer under Ice Cream as indicated. Top rosette with a Red Maraschino Cherry and sprinkle entire composition with Chocolate Decorettes.

Swiss Chocolate Banana Split

FRESH RASPBERRY BANANA SPLIT

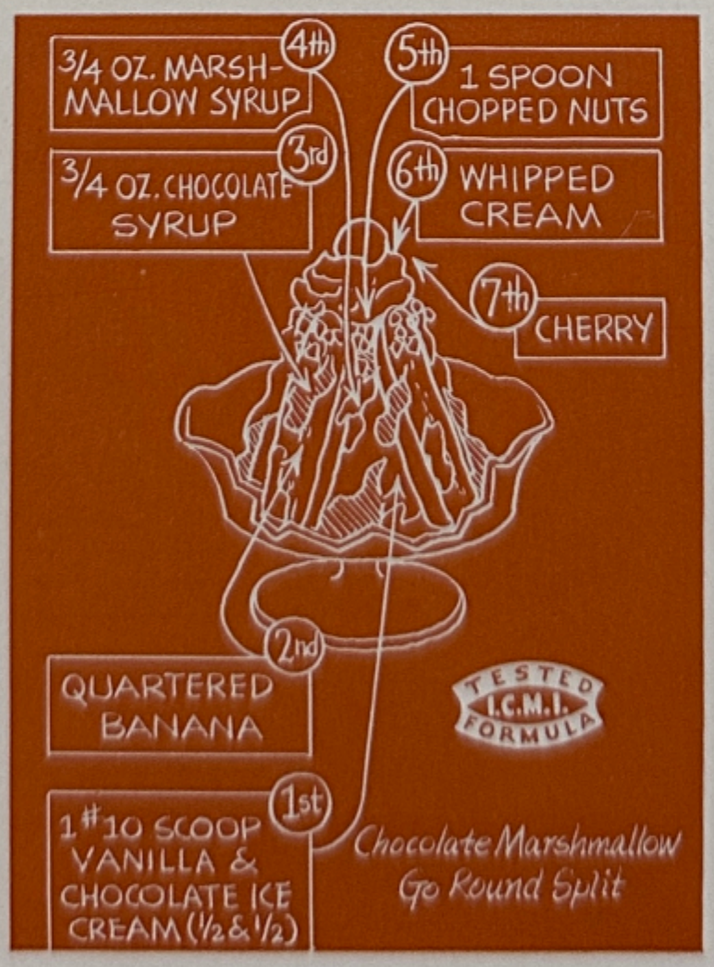


Slice a ripe Banana lengthwise into a Banana Split Dish. Place the Banana seed side out. Over the Banana Halves place one No. 24 dipper of Vanilla Ice Cream, one No. 24 dipper of Chocolate Ice Cream and one No. 24 dipper of Strawberry Ice Cream. Over the three molds of Ice Cream, add 1½ ounces of Fresh Red Raspberries. Top with two rosettes of Whipped Cream, garnish each with Red Raspberry.



CHOCOLATE MARSHMALLOW GO-ROUND SPLIT

Into a round banana split dish place 1 No. 10 dipper of Vanilla and Chocolate Ice Cream (half and half). Slice a Banana in half, lengthwise and then crosswise. Lay the banana quarters against the Ice Cream, keeping seed side out. Pour over ¾ of an ounce of Chocolate Syrup and ¾ of an ounce of Marshmallow, circling the ladle while doing so, to bring out the "marble" effect of the toppings. Sprinkle a spoon of Chopped Nuts over all and decorate with Whipped Cream and a Cherry.



SATURDAY NIGHT SPREE

A Banana Split

Slice a banana lengthwise, in two parts, and place in a Banana Split Dish. Add 1 No. 16 dipper of Chocolate and 1 No. 16 dipper of Vanilla Ice Cream. Cover Ice Cream with 1½ ounces of Fountain Fruit Salad. Top with Whipped Cream and Cherry.

Fountain Fruit salad:

In this instance measurement is not so important and to simplify the procedure merely slice a Banana into some Crushed Pineapple. Cut several Maraschino Cherries in half, drop them in the jar. Hold the jar under the lemon pump, pump in 1 ounce, then pump in 1 ounce of the orange syrup. Add just a few crushed Strawberries and you have FOUNTAIN FRUIT SALAD.

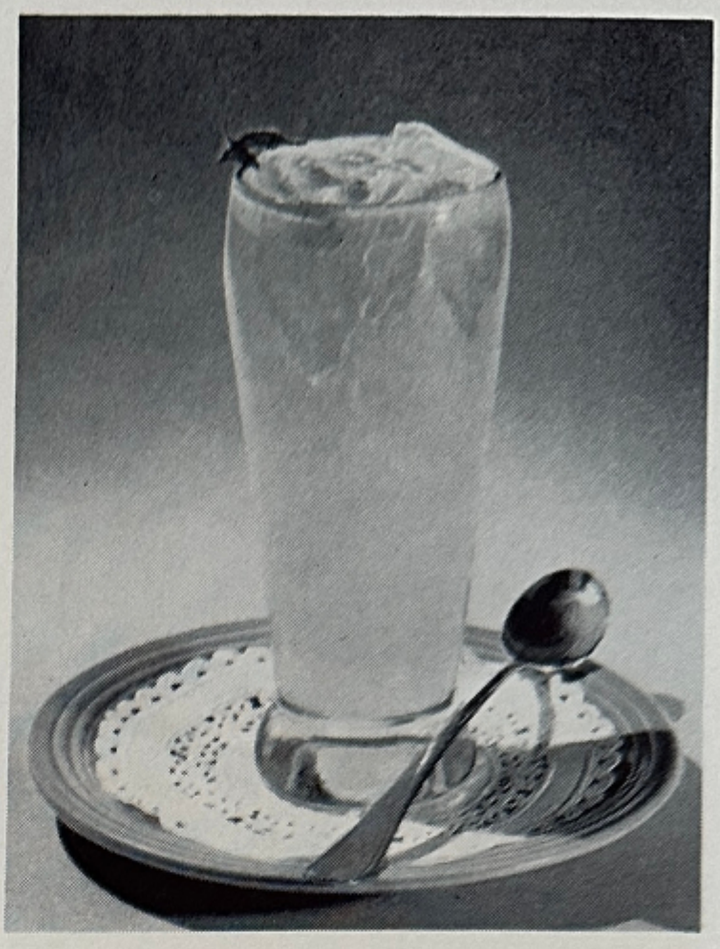
RASPBERRY COOLER

Into a 12 ounce glass put 1¼ ounces of Raspberry Syrup. Add a dash of Lemon Juice, plenty of cracked ice, add coarse stream of carbonated water until glass is two-thirds full. Top with a No. 24 scoop of Orange Sherbet. Garnish with a slice of Orange and a whole Cherry.

SUMMER BRACER

An Egg Drink

Into a small service glass, break a fresh egg and pour into mixing cup. Add a dash of Lemon Juice and a No. 20 dipper of Orange Ice or Orange Sherbet. Place on the mixing machine until thoroughly mixed. Transfer into a service glass. Fill the glass with a fine stream of carbonated water. Garnish with a soda spoon of Orange Sherbet or Orange Ice and sprinkle with Grated Nutmeg.



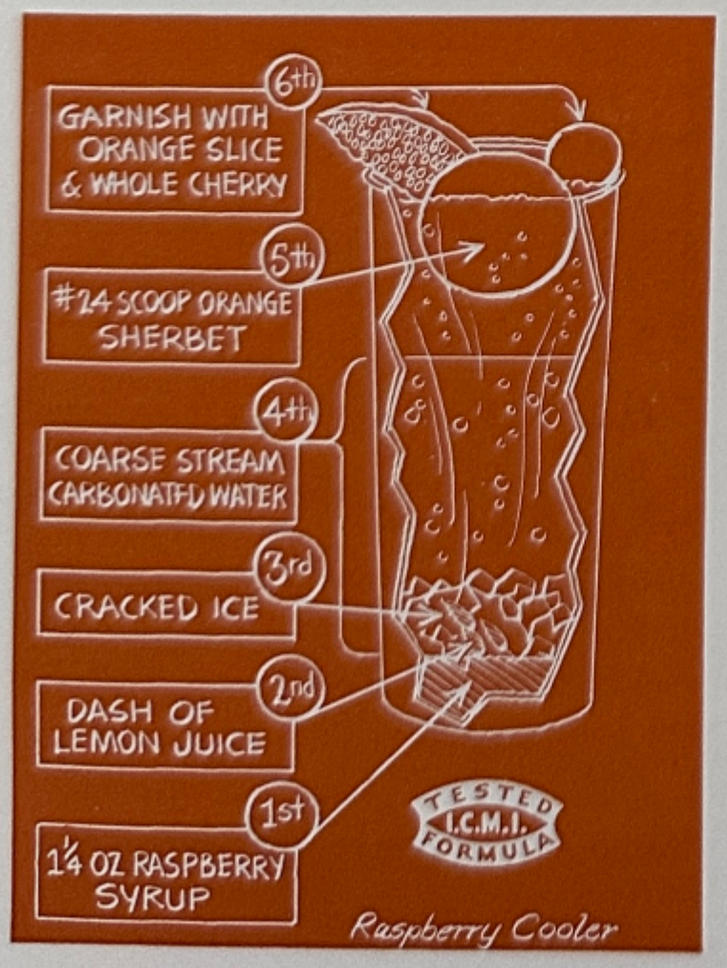
FRUIT FROSTY

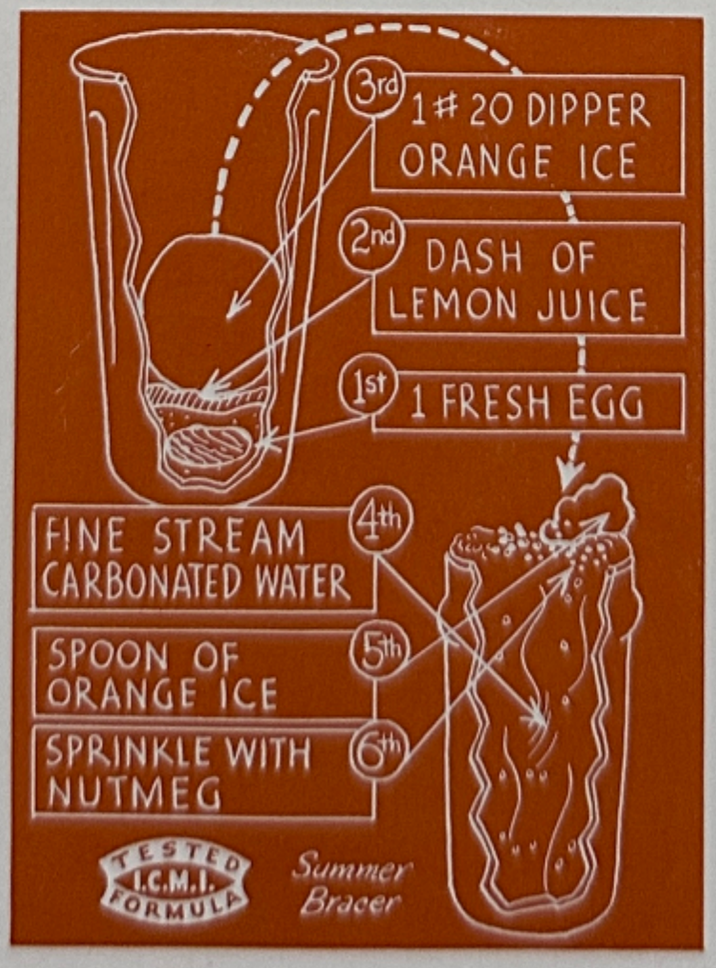
Sherbet Frappe

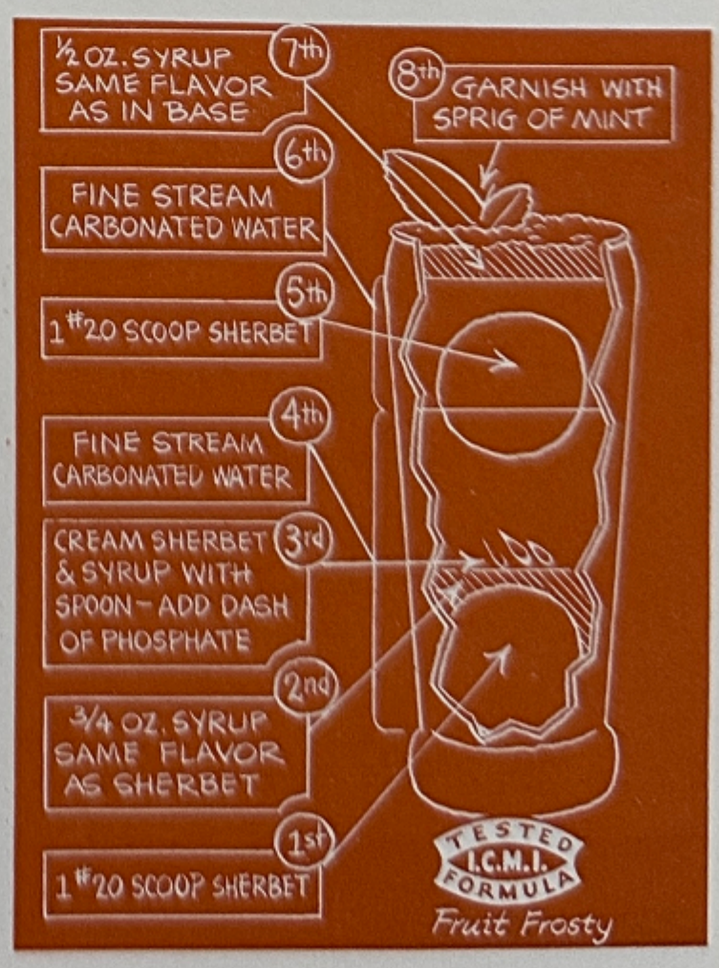
Made with Refreshing Sherbets and Fruit Syrup

Into a soda glass put a No. 20 dipper of Sherbet, ¾ ounce of Syrup, same flavor as the sherbet. Cream sherbet and syrup with spoon. Add a dash of acid phospate. Add fine stream of carbonated water until glass is two-thirds full. Float another No. 20 dipper of sherbet, finish filling with fine stream carbonated water and top with ½ ounce Syrup same flavor as used in base. Garnish with a sprig of mint.

Pineapple—Orange—Lime or Raspberry are ideal flavors for "Fruit Frosties". These are satisfying to those who want to quench their thirst and refresh themselves with a citrus drink.







FRESH RASPBERRY MARY ANN

Sponge Cake - Ice Cream
Raspberries

Into a Mary Ann Shortcake cup or Sponge Cake Ring place a No. 20 dipper of Vanilla Ice Cream. Cover the Ice Cream with a ladle of Crushed Fresh Red Raspberries and top with Whipped Cream. These cakes are available through local grocery stores or local bakeries.

SHERBET SALAD

Lettuce - Fruit - Sherbet

Place lettuce leaves into a salad bowl. Add ½ cup Shredded Lettuce. Over the lettuce place a ring of pineapple—around the pineapple place 1 No. 30 dipper of Pineapple Sherbet, 1 No. 30 dipper of Raspberry Sherbet and 1 No. 30 dipper of Orange Sherbet. In center place a ladle of fresh Fruit Salad. Decorate with Whipped Cream. Top with a Cherry.

HOT TOASTED POUND CAKE BON BON

Pound Cake - Ice Cream
Hot Fudge

On a small plate or into a round flat stem sundae dish, place a square of Toasted Pound Cake (thickness of bread sliced for toast). Top with a No. 16 dipper of Vanilla Ice Cream, cover with a ladle of Hot Chocolate Fudge. Sprinkle with finely chopped nuts and garnish with a rosette of Whipped Cream.

"I HEAR YOU CALLING"

Thousands of miles of telephone wires —millions of dollars invested in equipment to carry the spoken word—the order—the solicitation—to enable you to sell or buy any time—anywhere—by direct contact—right from your office desk! And, so many of us haven't "followed through" with all this marvelous equipment—to have it functioning efficiently for us.

That's Not So Long!

January 25, 1915—Alexander Graham Bell, in an impressive ceremony in New York City, spoke to Dr. Watson in San Francisco, California, to open the first transcontinental telephone service. Through his experiments and inventions, enlarged and refined by the hundreds of later developments, the world is at our finger tips—as near us as the telephone instrument — without which no present business would think of "carrying on".

Today we take "for granted" the constant dependability of that telephone service—the salesman who stands at our elbow day after day, just waiting for our convenience to work for us.

Those early days of telephone experiment and expansion are history now —and today's engineering marvels are so commonplace that we give them no thought—which is quite right. The mechanics of the telephone are not our business.

Our Business— The Telephone's Use

How we *use* the telephone *in* our business is another matter. Every employee who is the link between us and the public—every detail of our business which influences the turning of product inventory into sales—*is* important in our hoped for up curve of the business chart.

The telephone is no exception. In fact, it stands well up on our list of assets or liabilities.

Speaking recently before the International Association of Ice Cream Manufacturers' annual convention, a noted merchandiser said, "Sales are lost every day in every institution, I presume, and the man who is very anxious to find out why sales are lost, and then will plug up the leaks, will find his business gradually increasing whether or not he takes on any new business to any great extent. It takes a great deal more intelligence to develop the customer that you now have than even to secure a new customer."

Indifference

Continuing in his address "Why Sales are Lost", the speaker listed *first* of the seven causes which he mentioned—INDIFFERENCE—declaring this one quality is responsible for 22% of lost sales.

What is your experience in your business? There are sales being lost every day in your business because something is lacking to make your "2+2=4"—that is "Your Product + Merchandising = Sold"—Do you know why? We don't either, of course, but we do believe that the telephone technique you are now using may be one of the reasons.

It's *so* easy to say "I don't answer my telephone for order taking"—well and good—but have you ever listened in on the telephone *answers* that are going out in *your name*, about *your* product—or on the telephone *questions* that go out in your name, seeking that buyer's market we're all after.

Is *Indifference* the "pull down" that keeps your telephone from adding to the "plus" of your sales curve?

Ignorance

Ignorance, too—of your product, varieties, prices, etc., is another potent force in that sad business of lost sales. 19% of sales lost can be attributed to ignorance on the part of the seller—*you, your employee*. It makes no difference, so far as the result is concerned *who* "missed the boat" with the information the buyer was after—if the "boat" was missed, *you* are the fellow who suffers, *you*, the owner or manager—you still have your product and the buyer has gone to someone else who "knew the answer".

We're Not "Supposing"

Perhaps you think we're "just supposin'" about this indifference and ignorance so far as telephones are concerned. Wait a minute!

Have You Ever "Listened In"?

Recently in a large metropolitan area, the telephone company made a survey of a large department store—to see how telephone inquiries, orders and sales were being handled. So astounding were their figures when presented to the manager, that he would not believe them—for they found that during the time of "listening in" fully 50% of those calls—those "I want to buy" messages from customers were being incorrectly handled to the point of *lost sales.*

The manager was certain that reports were exaggerated—that the telephone company was "too particular" in checking these calls—carrying "telephone technique" too far. So, he "listened in" and what he heard "blew off the lid" in that organization within 24 hours.

Indifference, ignorance, carelessness, lost time—he found them all—and this was an organization supposedly "merchandising minded"!

Salutation Increases Business— Brings Good Will

The Telephone Companies spend hundreds of thousands of dollars in voice training alone. They spend additional thousands for training along the lines of promptness, courtesy, correct answers, speed and many other things. Unquestionably, this outlay of money has paid enormous dividends. The increase alone in long-distance calls runs into big figures.

"Hello"

What is the telephone "Hello" in your business—a gateway to more sales for you or just a routine salutation? Is it an asset or a necessary nuisance? Do you frown or smile as you open your telephone door? Remember, your company is known by the voice that speaks for it over the telephone and the more "tell" you put into your telephone voice, the more dividends you will get out of it.

We're going to take you now on an imaginary "listening in" tour. We hope only the good contacts will apply to you—but perhaps if you really "listened in" to your telephone "you'd be surprised" as the radio is saying so often these days.

—BUT DO YOU?

Listening In!

Let's tap the wire in this house-to-store conversation. (As the phone rings at this drug store, a clerk looks up from reading the paper—and after the second or third ring, goes to answer.)

Clerk: (In indifferent voice)—"Hello—What?—Yes this is Don't Care Drug Store—Who? Naw, he ain't here—Me?—I'm Sam—Yea, we deliver ice cream—What flavors? Vanilla and chocolate and I guess peach—How much?—I'll see. (Goes to cabinet and looks in—stopping to speak to girl customer before going back to phone). Yea, we've got peach. Yea, we can send a quart. At 5? We'll get it there if the other boy gets back. Okay, one quart." (Hangs up receiver and goes back to his paper).

Would you be tempted to send another order to that store if you had been at the homemaker's end of the line? But, supposing the conversation had gone like this:

Telephone rings in X Drug Store. Above it is flavor board listing bulk and package flavors. Order pad and pencil are on counter by phone. Boy comes promptly and answers in pleasant voice as follows: "X Drug Store, Mr. Oliver". (Speaking distinctly and not too loud.)

Voice: Good afternoon! This is Mrs. James.

Oliver: How do you do? We haven't heard from you for a long while.

Voice: No. We just got back from our vacation. Do you have any Butter Pecan Ice Cream?

Oliver: (Glancing at flavor board) Indeed we do, and it makes a delicious dessert.

Voice: I saw it in your ad and I thought I would like to try it. I noticed, too, that your company was advertising Chocolate-Almond this week.

Oliver: (Again glancing at flavor board) Yes, Ma'am, and if you'd like to try that, we can give you either the ready packed, or dip it at the store, whichever you prefer.

Voice: Was that the ready packed that I saw in your floor display yesterday?

Oliver: Yes, that's right, and everyone seems to like it real well.

Voice: We have unexpected guests for dinner tonight and I believe ready packed would be better. Can you get it here at 5:30?

Oliver: Yes, indeed, and I'll send along a little booklet, "New Ways to Serve Ice Cream." It tells some unusual ways to serve ice cream at home.

Voice: I thought there was only one way to serve it.

Oliver: No indeed! This booklet is full of different ways. It's full of many new ideas. Thanks for the order and we'll have it there at 5:30. Good-bye, Mrs. James.

Voice: Good-bye.

"The Follow Through"

You think this conversation "too good to be true"? Probably it is somewhat exaggerated but it gives you an idea of real sales promotion combined with knowledge of your product. If your telephone is being answered, with the sales coordination suggested by this imaginary call, it's a sales builder—you have "caught the boat" with the answers the buyer wanted. In this short conversation are demonstrated:

1. Courtesy in approach.
2. Knowledge of the goods for sale.
3. Coordination of selling and advertising.
4. Suggestion.
5. Service.
6. Appreciation.

All of them important assets in merchandising—the foundation stones, as it were, for a sound merchandising program.

The "Busy" Signal

In the same survey about which we spoke earlier in this article, 25,000 "busy" signals were returned on the record of a large department store in one week—25,000 buyers' messages that didn't reach the seller. In many cases, delay in answering, lack of information about goods to sell, kept lines busy much beyond the proper time and potential sales were lost. Make your order taking prompt and to the point so that your line will be free for more orders.

It Can Be Done

So many retail dealers have built up a profitable business on home deliveries—the "send-over-a-quart-for-dinner" kind of orders, that tie customers to store if properly handled.

Your modern homemaker is a busy person. "Mrs. Typical Consumer" who has been much in the news recently, has home, club, and a multiplicity of activities which fill her days. She wants her family to be well fed, to enjoy the meals she serves—yet, she doesn't care to spend all her time within the four walls of home, with so many fascinating interests to enlarge the horizons of life for her and through her for her family.

Are dealers helping her find that easy way to gracious living by being ready with their service of ice cream as often as she may wish? Keeping it before her by well planned suggestions so that "——'s Drug Store" is her first thought for the many occasions when Ice Cream seems the best answer to her food needs?

Answers and Suggestions

Does the homemaker know, through dealers' suggestions, that she can order Ice Cream when she makes her day's plans and have it delivered at her convenience—or delivered at once and stored in her mechanical refrigerator for her later use? When she rings the phone, does she get the "busy" signal so many times that she goes to another dealer—or *another food?*

"More important than selling new customers is selling more goods to and through the customers you already have. That means helping you sell more goods."

The right use of the telephone—its extension as a "builder upper" of "carry out" sales, is one means to accomplish this.

Count for Sales

Yes, Mr. Dealer "hears you calling" Mrs. Consumer. If he's smart he's "listening in" to make that call count for sales—to give you the answer you want, alertly, without delay. He's helping give Mrs. Consumer her answer in service and product, so that when sales results are tabulated the real Ice Cream merchandiser won't have to enter in *red* on his ledger "lost through indifference".

His telephone is completing his follow through to sales success!

SELL MORE "CARRY OUT" ICE CREAM

SUNDAES "MADE-AT-HOME"

Promote "made-at-home" sundaes for home desserts, by featuring Ice Cream for home use, in a combination price with syrups, toppings, fresh fruits such as strawberries, peaches, etc.

"Extra" Business

Families eating at home, or persons spending the evening there, aren't coming into the store to buy a sundae.

If you can sell them "home sundaes" you can get extra business you wouldn't have had otherwise.

One drug store fountain put across the "home sundae" so well, that in one year they doubled Ice Cream sales. Their plan can be followed anywhere.

Feature Fountain Specials

Feature for home use the sundaes you are "specialing" at the fountain.

For instance, the Ice Cream department has fresh Strawberry Sundae as a feature item. A "home sundae" package of one quart of Ice Cream and one pint of Crushed Fresh or Frozen Strawberries, ties in the general promotion and suggests the "take home" or home delivery purchase to store customers.

The same combination idea can be carried out with other fruits—Fresh Peaches in syrup as used in the store sundae, (or whole, sliced)—Fruit Salad topping—any of the frozen fruits, etc.

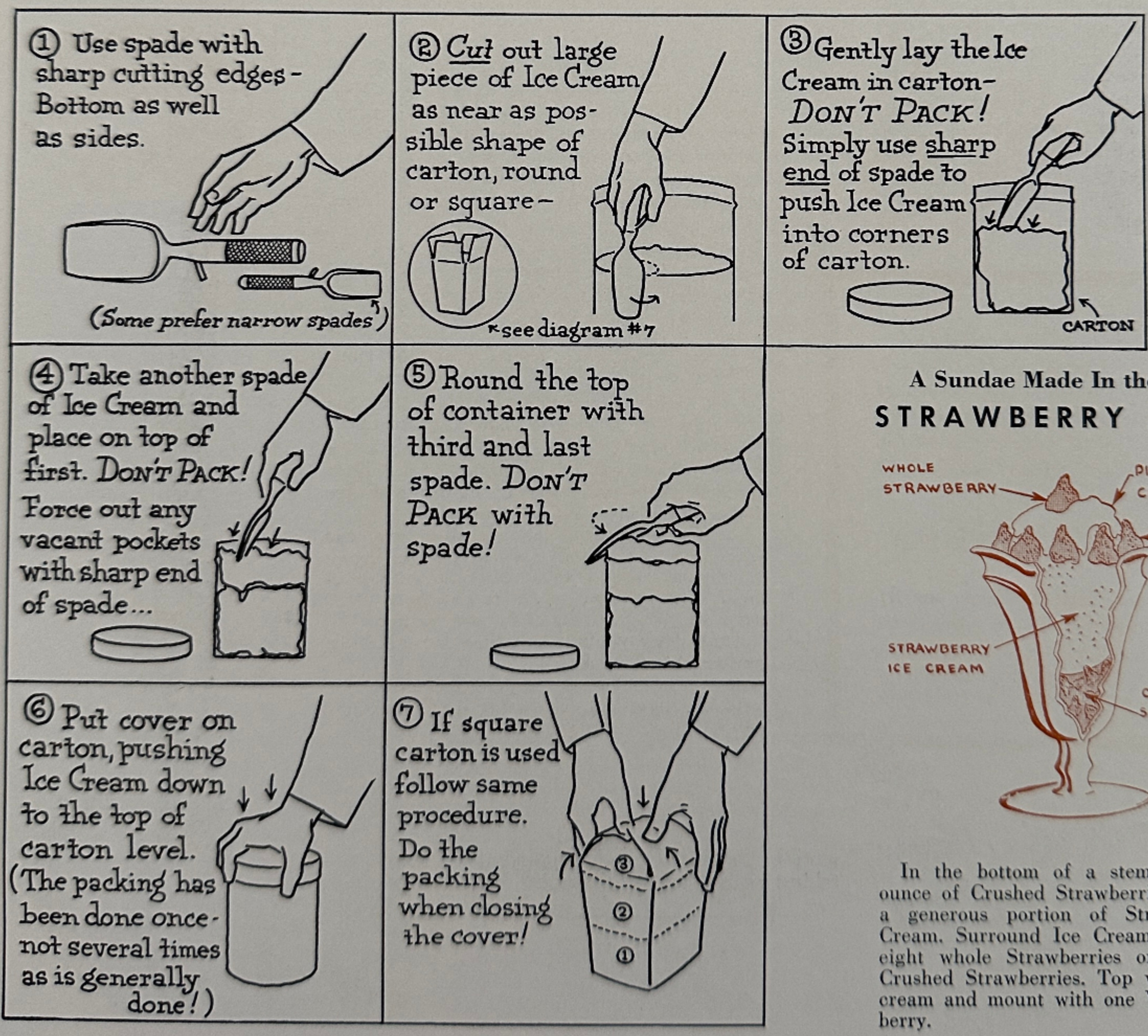
Toppings and syrups are good for "home sundae" combinations. Individual jar or can of fruit or syrup makes a convenient way of selling this.

If you don't have individual cans, put bulk topping in a small carton, like that you use for packing the Ice Cream.

Odd Prices

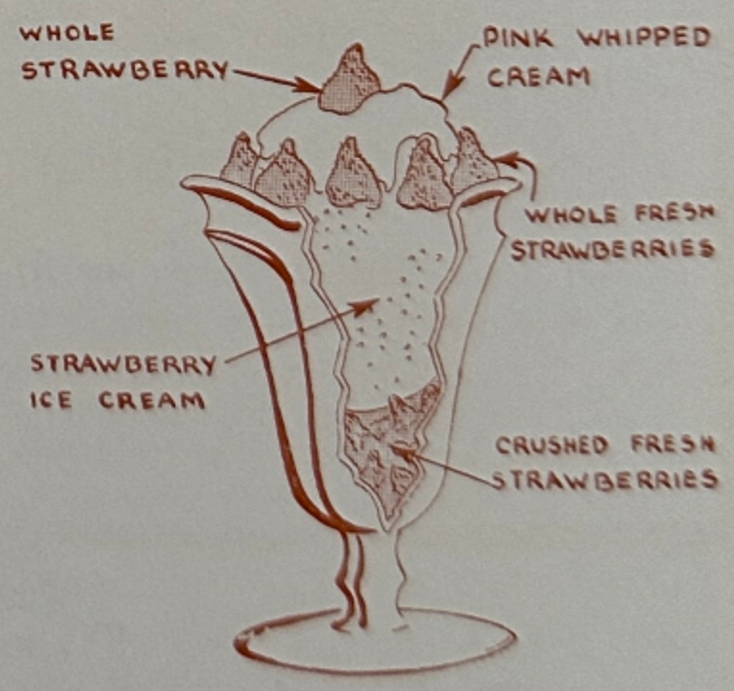
Odd cent prices for the combination attract buyers. Usually the Ice Cream is figured at standard selling price and the fruit or topping only slightly above cost. The volume selling results in a satisfactory gross.

"Make-at-home sundaes" packages will "pep up" the sale of Ice Cream to go home.

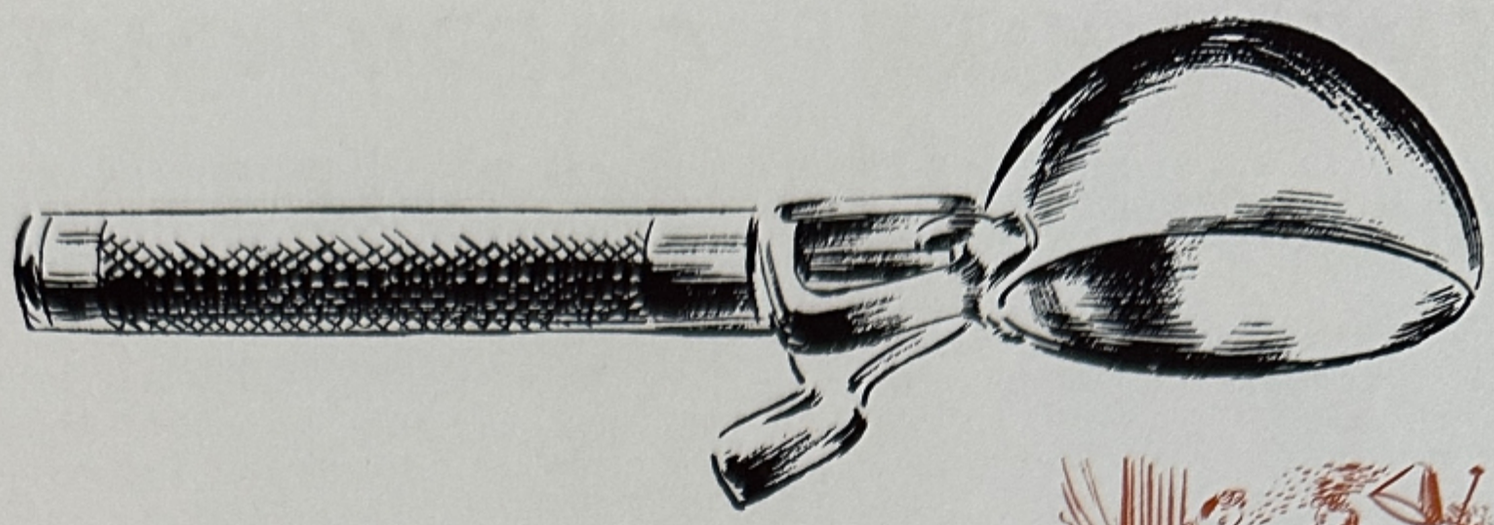


A Sundae Made In the Home

STRAWBERRY MELBA



In the bottom of a stem dish put 1 ounce of Crushed Strawberries. Top with a generous portion of Strawberry Ice Cream. Surround Ice Cream with six or eight whole Strawberries or a ladle of Crushed Strawberries. Top with whipped cream and mount with one Whole Strawberry.



Give a

DIPPER PARTY

WHAT TO OFFER

Offer to loan an Ice Cream dipper. (Require a small deposit if you wish.) This dipper to be sent, of course, with "party quantity" of Ice Cream—usually one-half gallon or more.

Send dipper with Ice Cream. Be sure it is in good condition.

Tell hostess best way to use the dipper—that is—dipping in clean, cold water before and between each service and tapping on pad before reuse.

Many a hostess enjoys using Ice Cream but finds bulk Ice Cream hard to serve in any different way. The "dipper party" will appeal to her, both as something new and as an easy way for portioning services to the guests.

Everywhere Ice Cream is used for home service —or "amateur" service—the "dipper party" goes over.

For bridge, the dip of Ice Cream served on a plate with fancy cookies—as, for instance, "Strawberry Snap", shown on the next page.

A "Quiz" Party—when everyone is listening to radio quizzes. After the program, a dipper of Ice Cream served with alphabet or question mark cookies—or question mark cheese sticks.

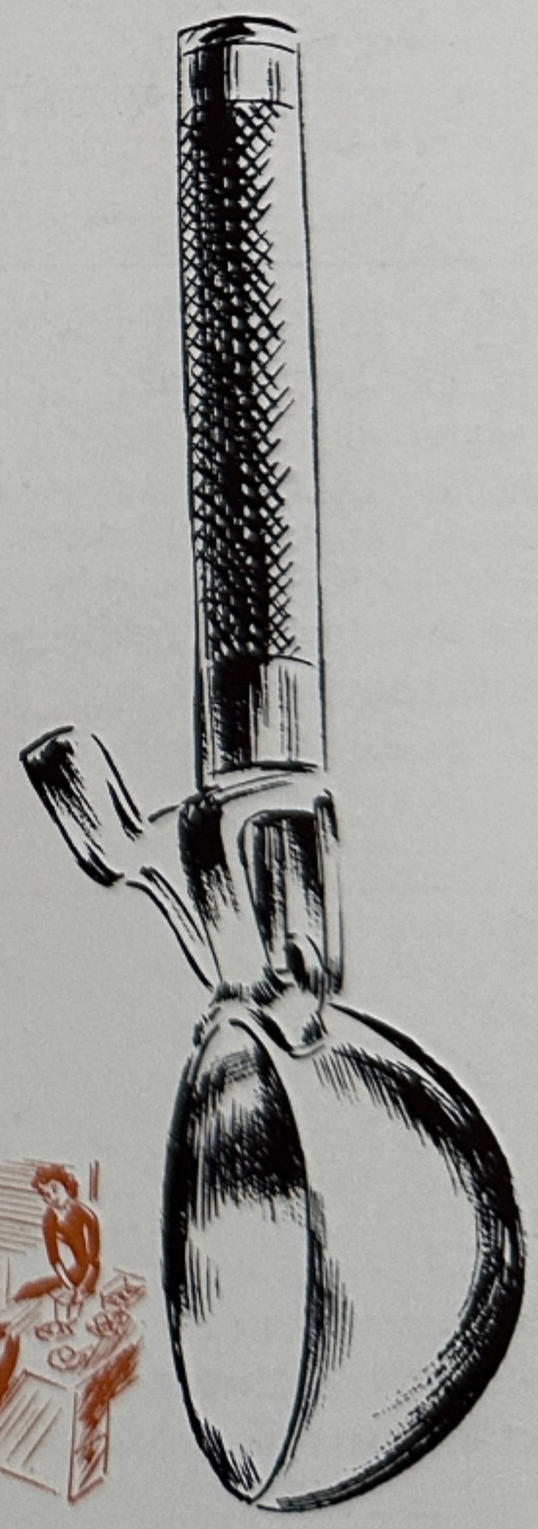
Lawn Parties—a dipper of sherbet or Ice Cream on fruit salad with finger sandwiches.

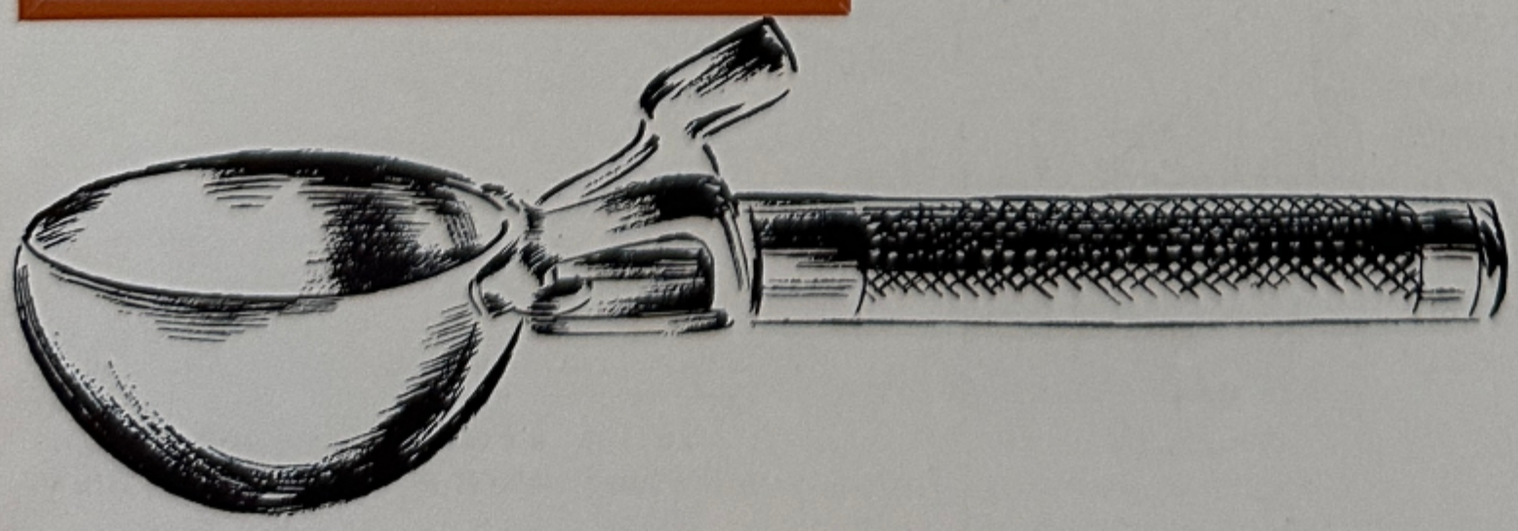
For Children's Parties—Balloon Sundae—a dipper of Ice Cream with topping and a Balloon for each child—offer use of dipper with Ice Cream and balloons in combination.

For 3 o'clock office recess—In this case send paper cups and wooden spoons with Ice Cream and dipper. If you can arrange the services of one of your boys to dish the Ice Cream, it speeds things up. Time is a factor in office parties.

You'll think of others and there are more suggestions in this book.

Remember, offer the dipper and with it a novel, attractive idea for serving Ice Cream. Both help to sell more Ice Cream.





EVERY HOME—AN OUTLET FOR ICE CREAM

Yes, every home is an *outlet* but you have to "plug in" an electric outlet before you get a light to use.

And, you have to get Ice Cream *into* that home outlet, before the light of increased sales starts shining.

Suggestion—The "Plug In"

The homemaker who "controls the switch"—that is, the buying—will be more apt to turn it your way, if you show her how to use Ice Cream in her plans.

For instance, don't just say "We have a fine special on Ice Cream this week". But, "Take home a quart of our Ice Cream. When you cut the angel cake you like to serve with it—put a slice on each serving plate—put the Ice Cream on top. Then pour over your favorite sauce, Chocolate, Butterscotch — Caramel. You have a dessert that will get a big hand from the family".

Something To Do With The Ice Cream!

Yes, tell the homemaker what to do with that Ice Cream—after she buys it.

Keep reminding her that you have Ice Cream—that you'll send it to her.

But, that's only half the story.

You'll find recipes for cookies, candies, combinations, on packages of many ready to eat breakfast cereals. They give the homemaker something to do with their product—after she gets it home.

That's what she wants! Give it to her and she'll buy Ice Cream.

Most people like Ice Cream—Restaurants say it's about a 70% choice in dessert selection.

Keep before your store customers suggestion of Ice Cream for home use.

Build a display of Ice Cream cartons near the cash register. Over this put a sign, where the customer can't fail to see it when paying—

The sign might read—

DON'T FORGET
THOSE AT HOME
TAKE HOME A QUART OR
PINT OF ICE CREAM
OR
Leave YOUR ORDER
WE DELIVER!

Make it easy for people to get your Ice Cream at home. A boy on a bicycle can deliver orders promptly to neighborhood homes.

The insulated bag keeps Ice Cream right for serving—you're "set" to supply the Ice Cream. Opening up the home sales market can be profitable to you and give satisfaction to the neighborhood homemaker.

Keep your eyes open—find out when parties, gatherings, are planned. Lots of times Ice Cream will be chosen for refreshment—if you give the hostess an idea for a different way of serving. The page of hostess suggestions following gives you several.

They're easy—they're usable—they're good—or, turn to the "Dipper Party" page in this book. Here's another good idea!

Tie In With The Fountain

Popular specials at your fountain or Ice Cream department can often be suggested for home duplication.

Toasted Pound Cake Bon Bon—a good fountain seller—is simple for the homemaker to make for the family. Offer to sell her cake, topping and Ice Cream at a combination price.

It's Something To Do With The Ice Cream—

When she gets it home. Let your message be:

"Try Toasted Pound Cake Bon Bon and make it at home, for the family. Eat one. It's grand—we'll show you how to give the family the same treat for tonight's dinner."—

Tell the homemaker how much a dip of Ice Cream adds to the enjoyment of the homemade milk drink or egg nog. Suggest that Ice Cream stored in her mechanical refrigerator keeps her ready to make these.

The outlet is there. "Plug in" with suggestions to the homemaker. Give her SOMETHING TO DO WITH THE ICE CREAM

It'll "click" the buying switch for more Ice Cream sales—to the family.

SELL MORE ICE CREAM FROM THE CABINET
By giving practical, helpful, tried-and-tested suggestions

HOSTESS SUGGESTIONS

For Buffet Supper Service—

Make Your Own Sundae

Fill serving bowls or platters with individual portions of Ice Cream (use disher supplied by the dealer from whom Ice Cream is purchased). The dealer should also suggest the amount of Ice Cream necessary to get the number of portions needed. Bowls should be chilled in refrigerator before filling—to retard melting of Ice Cream.

Have ready pitchers of sauce, one or two flavors, if desired (Chocolate, Butterscotch, Crushed Fresh Fruits are especially popular).

In the sections of a relish tray place an assortment of chopped nuts, grated cocoanut, chopped preserved fruit, etc.

Guests like to choose and will enjoy making their own sundaes.

For a Bridge Club—

An attractive service for the bridge club, is the strawberry Snap, pictured here. Use of the dipper (from the dealer) gives a uniform portion, quickly served to each guest. The cookies shown, coconut bars, lemon wafers and chocolate snaps, are all National Biscuit Company products and can be purchased at any grocery. Here's how it is made.

Strawberry Snap

Place a fancy six-inch paper doily on a regular dessert plate. Break 2 coconut bar cookies in half and set out from center of plate, to form four equal distant points, extending toward edge of plate. On center of bars put 1 No. 12 dipper of Strawberry Ice Cream. Alternate lemon wafers and chocolate snaps clockwise between "spokes" of cocoanut bar, using two of each cookie.

BUILD UP HOME DELIVERIES . . .

By suggestions for the Homemaker—for Parties —Buffets—Desserts—and general refreshments —which call for ICE CREAM in all its tempting, refreshing variations.

Other bridge party suggestions:

Ice Cream Meringue Shell

Fill meringue shell with dipper of Vanilla Ice Cream. Cover with crushed strawberries.

Angel Cake a la Mode

On a dessert plate put a slice of angel cake, topped with a dipper of Ice Cream. Pour butterscotch or chocolate sauce over all and serve.

Maple Puff

Split eclair or cream puff shells—fill with dipper of Vanilla Ice Cream and replace shell top. Pour maple syrup over all. Flavor of syrup can be changed, chopped nuts can be added.

Children's Party—

Tiny Tot Sundae is very popular with the kiddies. Into regular sauce dishes, put the dipped portion of Vanilla Ice Cream. Around the Ice Cream arrange four small graham crackers or a few animal crackers. Pour a small portion of Chocolate Sauce over Ice Cream. Tots love it.

Other Hostess Suggestions

For Children—sprinkle over a dipper of Ice Cream, vari colored decorettes, or small candy hearts.

Quick Dessert—For a quick and tasty dessert, put a scoop of Ice Cream on top a fresh donut. Cover with chocolate sauce and serve.

Different Topping — Combine two parts canned cranberry sauce with one part orange marmalade, mix well and use as topping for vanilla or lemon flake Ice Cream.

Children sometimes won't take all the milk they should have or even as much perhaps as the mother wants them to drink.

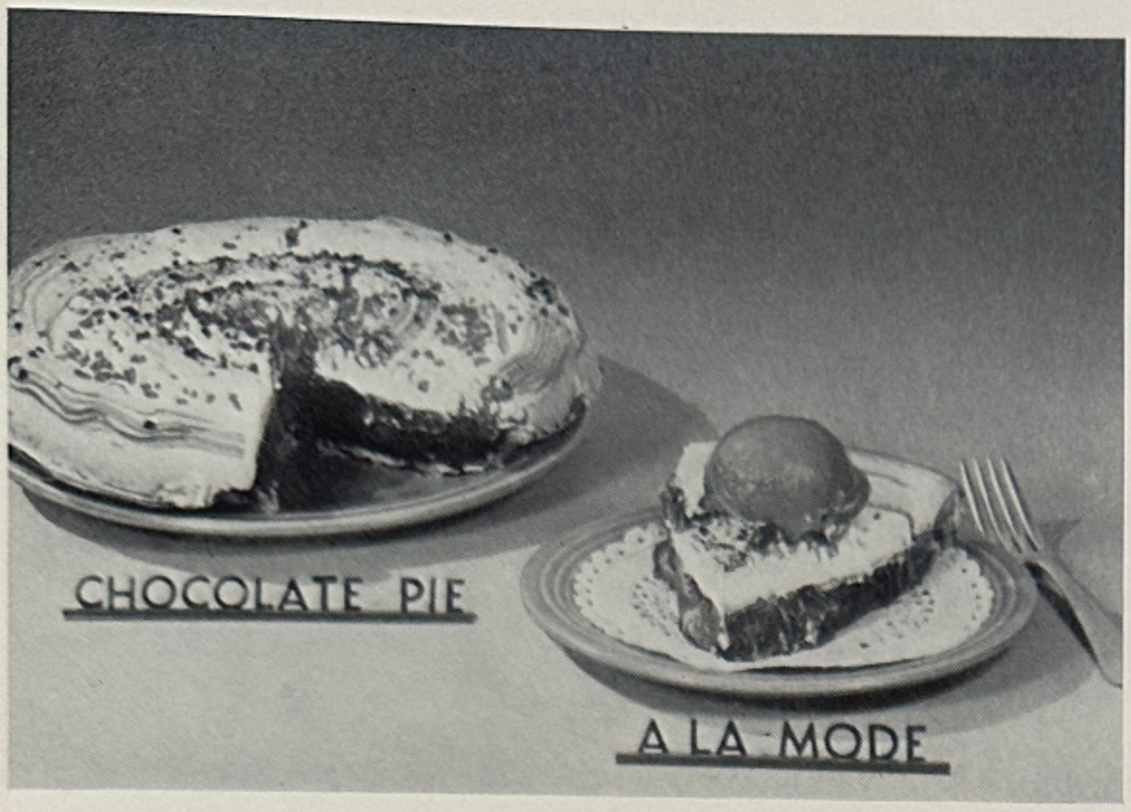
So—serve occasionally at lunch or dinner time:

Shredded Ralston
"Bite Size"
in a cereal bowl and cover with a goodly portion of Vanilla Ice Cream.

Luncheonette

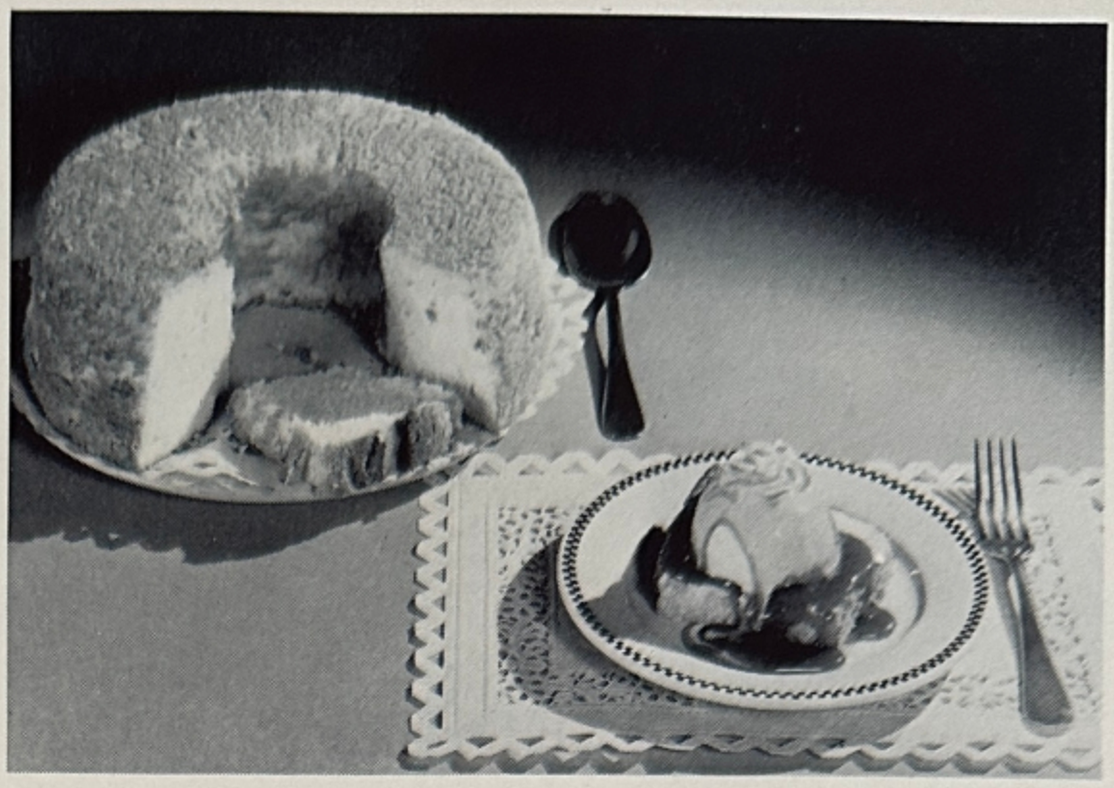
ICE CREAM in sundaes, sodas, milk drinks, served with luncheonette items (sandwiches, salad and special plates), adds appeal as well as substantially increasing the average check.

Combinations for Ice Cream with luncheonette items are profitable for intensive merchandising.



CHOCOLATE PIE WITH ICE CREAM

The picture indicates a piece of *Chocolate pie* topped with *Chocolate Ice Cream*. The use of chocolate in this a la mode, makes an unusually pleasing combination. Chocolate pie with Ice Cream offers many other opportunities for attractive combinations. One popular in "college towns" is chocolate pie a la mode, chocolate sauce and salted almonds.



ANGEL FOOD A LA MODE

In this service, a slice of Angel food cake is topped with vanilla Ice Cream and covered with hot butterscotch sauce. This is also served with hot fudge or chocolate sauce.

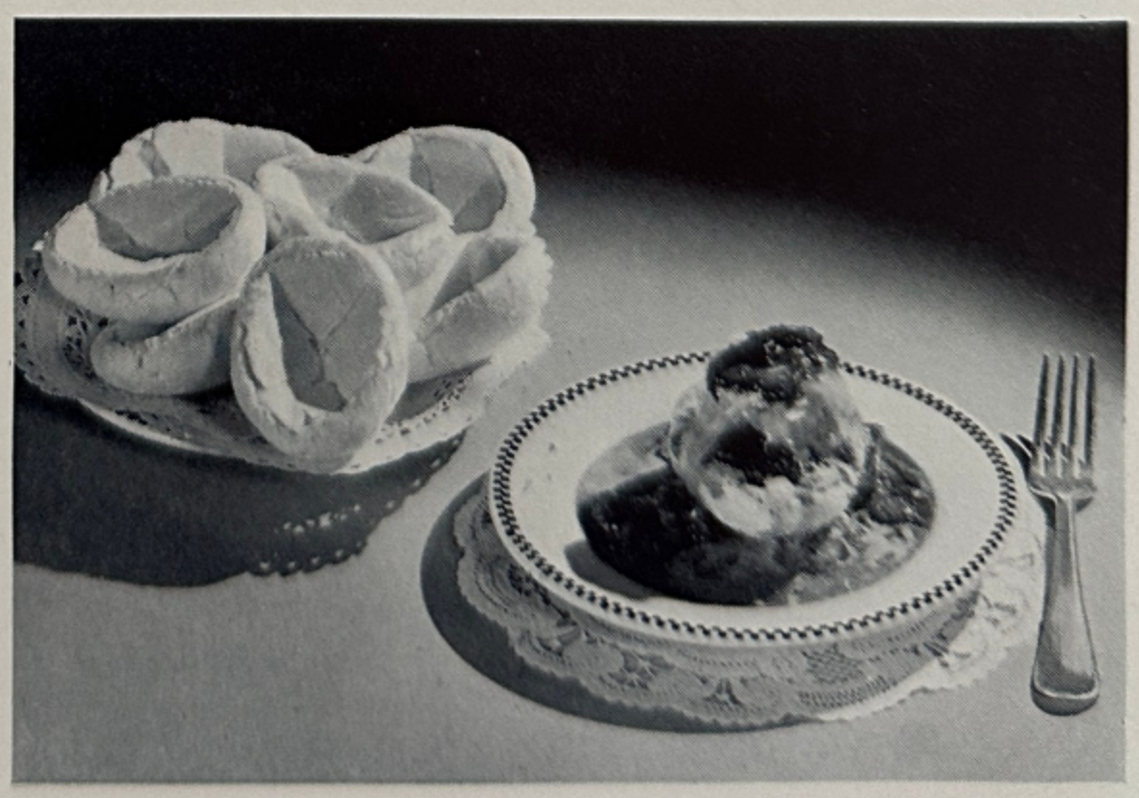
Many other combinations are possible with angel food and ice cream. They always make a "hit."

CHOCOLATE ALMOND PUFF

Use empty cream puff or eclair shells. Cut shell in half. Lay lower half on a pie plate, fill with a No. 20 dipper of Vanilla Ice Cream. Cover with one and a half ounces hot or cold chocolate fudge. On the front side "dot in" a half dozen salted almonds. Then place the top of the shell over it from the back, not entirely covering the composition, but resembling more of a canopy effect. Rosette whipped cream in the front, at the point where "lid" touches the Ice Cream.

MERINGUE SHELLS WITH ICE CREAM AND STRAWBERRIES

Indent a meringue shell; place on a pie plate. Fill with a No. 20 dip of Vanilla or Strawberry Ice Cream. Cover with a generous portion of crushed frozen or fresh Strawberries. The fruit should be lightly sugared if at all, because the meringue shell sends forth sufficient sweetness to give the fruit and the combination perfect eating qualities.



ATTRACTIVE MENUS
INCREASE THE AVERAGE CHECK

A Sample Set Up for the Daily Menu Clip on Sheet

•

The example to the right shows how the daily menu can be typed or mimeographed quickly and still look well arranged, and easy to read.

Print in Advance

The sheets may be printed in advance in quantities, with blank spaces left to fill in the daily changes. The headings and boxes may all be pre-printed. It is a simple matter then, to type in the daily features.

Menu Important

A menu that has no headings and is merely typed on a plain piece of paper is not attractive and does not give a good impression. The menu is important in soda fountain operation and should look the part.

MAYFAIR FOUNTAIN

WEDNESDAY, MAY 23, 1942

OUR SPECIAL LUNCHEON

Hot Turkey Sandwich with Giblet Gravy,
Mashed Potatoes, Cranberry Sauce,
Coffee, Tea, Milk
Fruit Salad Budget Sundae.....00c

Today's Special Sandwich

Toasted Cream Cheese Sandwich, Salmon Salad,
Cucumber Slices 00c

Other Tasty Sandwiches

Peanut Butter.....00c
Egg Salad.....00c
Chicken Salad.....00c
Ham Salad.....00c
Olive and Nut.....00c
Roast Beef..... ....00c
Baked Ham.....00c
American Cheese.....00c
Swiss Cheese.....00c
Lettuce and Tomato...00c

TODAY'S FOUNTAIN SPECIAL

Fudge Raisin Sundae—two big dippers of Ice Cream, topped with luscious Hot Fudge Raisin Sauce. The Whipped Cream and Cherry add the final touch to make this the season's taste thrill.

Other Mayfair Treats

Chocolate Pecan Ice Cream Soda.....00c
Heavy Weight Champion Milk Shake.....00c
Merry-Go-'Round Banana Split.....00c
Fudge Cake with Ice Cream.....00c
Fruit and Nut Parfait.....00c

PRIZE WINNING DONUT DISHES

DONUT A LA MODE

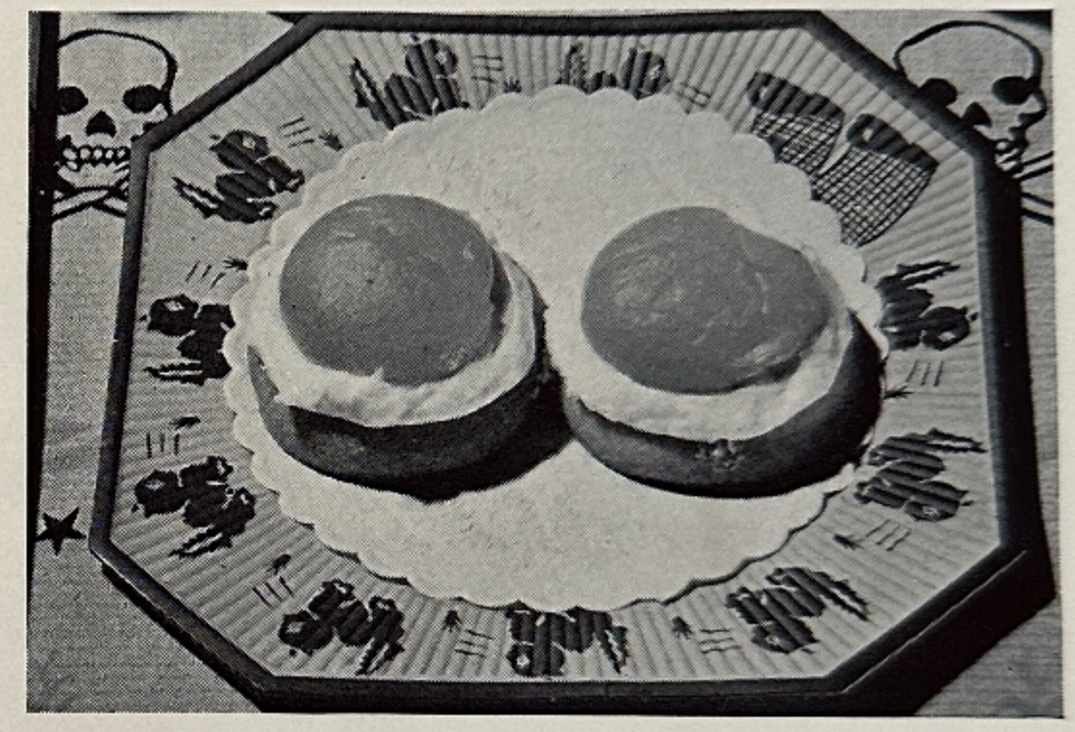
Your donut and Ice Cream combination, so popular in the summer time, can be dressed up so many new ways. If you are one who prefers it plain, here are some ways to arrange the donut with the Ice Cream. If you like a more elaborate a la mode but no sauce, try using nut meats, maraschino cherries or strawberries.

ALASKA BUTTER PECAN DONUT

Cut donuts in half the long way. Place ½ donut, sugared side down on each serving plate. Cover donut with a portion of Ice Cream. On this place the other half donut sugared side up. Garnish with chocolate sauce.

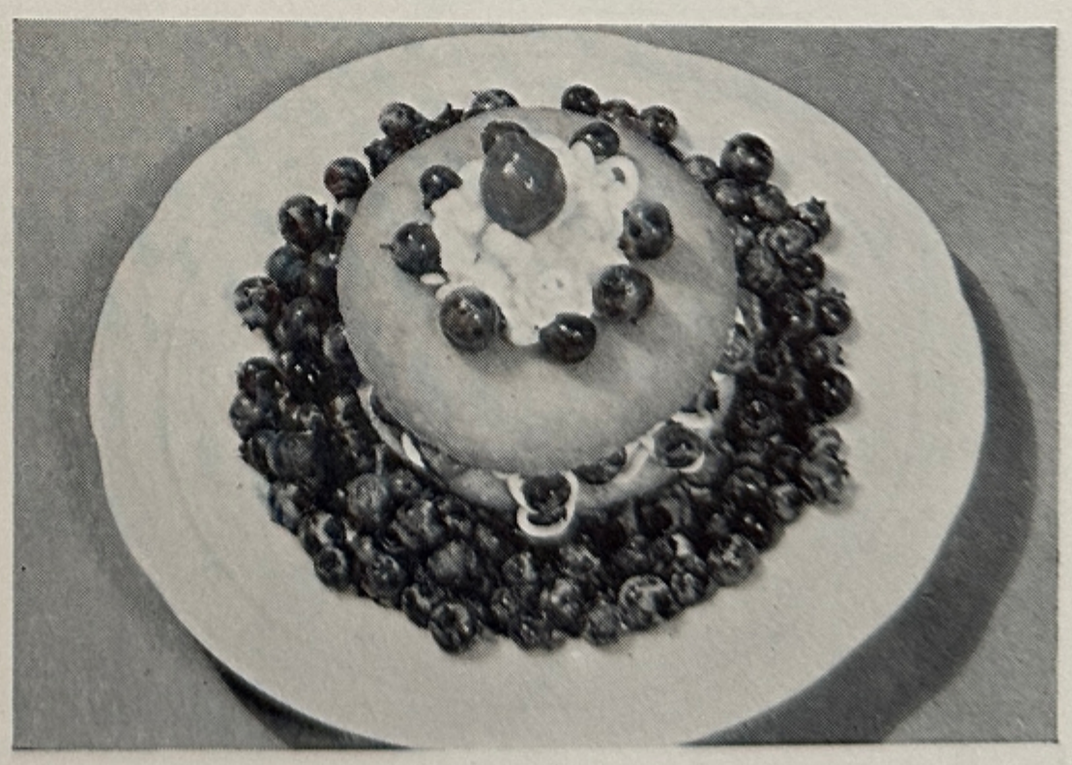
DONUT ICE CREAM CAKE

Rich, tempting, always popular. A flat square of Ice Cream, sprinkled with pecans, topped with a donut covered with chocolate sauce and a dash of whipped cream.



"SUNNYSIDE UP" DONUT SPECIAL

A clever dessert imitating fried eggs in appearance. Simply two donuts covered on top with Ice Cream, crowned with two half slices of canned peaches.



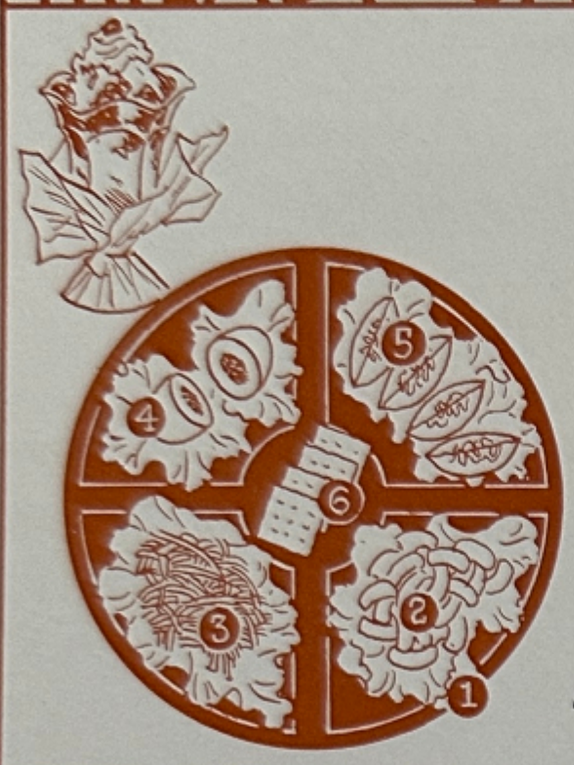
BLUEBERRY DONUT SHORTCAKE

Slice a donut in half, fill in with one No. 24 dipper Ice Cream, surrounded with blueberries; top with whipped cream, blue berries and a cherry.

COLD PLATE COMBINATIONS

for Summer Selling

MILADY SALAD PLATE



1. Lettuce Leaves
2. Macaroni Salad
3. Pepper Slaw
4. Devilled Eggs
5. Quartered Tomatoes
6. Saltines
7. Milady Sundae

Serve on Compartment Plate

FRUIT PLATE LUNCHEON

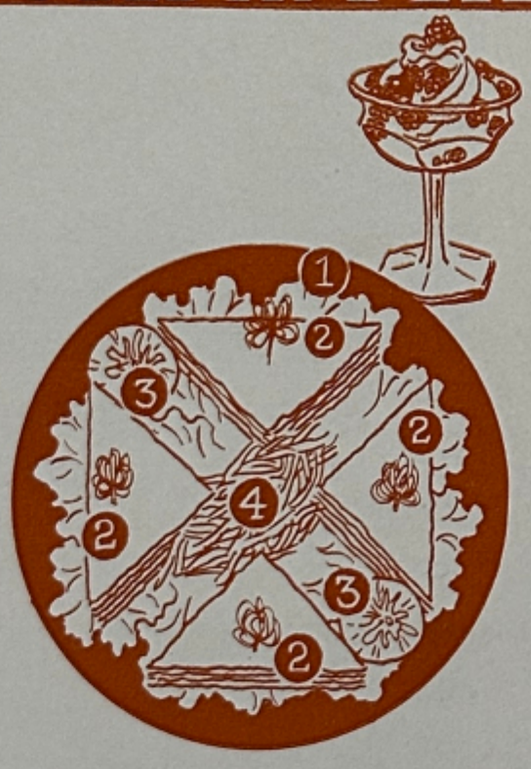
1. Lettuce Leaves
2. Slice Pineapple
3. Prune Stuffed with Cream Cheese
4. Slice Orange Topped with Half Cherry
5. One Half Banana
6. Whole Wheat Butter Finger Sandwiches
7. Fruit Salad Ice Cream Soda

Serve on Glass Dinner Plate

DADSDAE LUNCHEON

1. Lettuce Leaves
2. Three-Decker Sandwich BakedHam, Lettuce Sliced Tomato and Swiss Cheese
3. Sliced Tomatoes
4. Cole Slaw
5. Dadsdae Sundae

Serve on Dinner Size Plate



TOWN TALK LUNCHEON

1. Lettuce Leaves
2. Cold Sliced Boiled Smoked Tongue
3. Potato Salad
4. Red Cole Slaw
5. Cucumber Pickle Slices
6. Blueberry Parfait

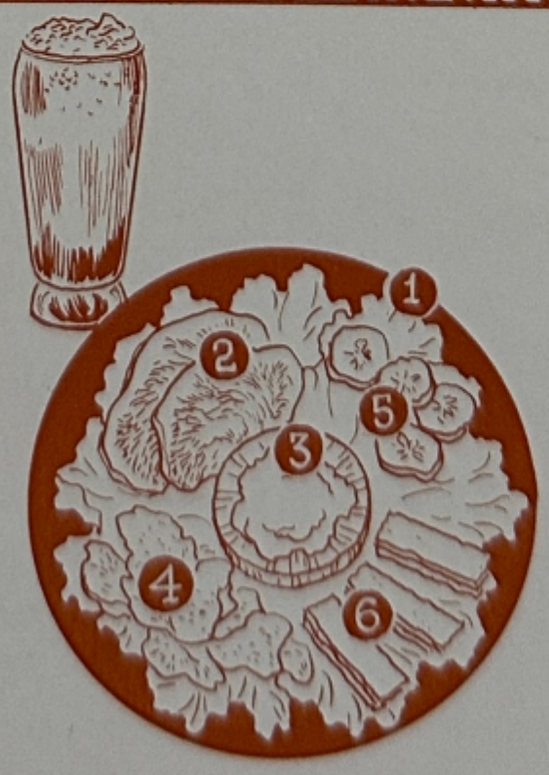
Serve on Dinner Size Plate
Rye or Whole Wheat Bread

TAVERN LUNCHEON

1. Lettuce Leaves
2. Slice Cold Baked Ham
3. Slice Cold Roast Beef
4. Slice Cold Boiled Tongue
5. Slice Braunschweiger (Liverwurst)
6. Pickled Beets
7. Tavern Sundae

Serve on Dinner Size Plate
Rye Bread on the Side

HAMMY MAMMY LUNCHEON



1. Lettuce Leaves
2. Baked Real Virginia Ham
3. Pineapple Cheese Salad
4. Potato Chips
5. Pickle Chips
6. Finger Bread and Butter Sandwiches
7. Chocolate Ice Cream Soda

Serve on Dinner Size Plate

INCLUDE ICE CREAM in the MENU

MILWAUKEE LUNCH

Pan Fried Bratwurst—Sauer Kraut
Mashed Potatoes
Pumpernickel Bread—Butter
Milk, Tea, Coffee
Peppermint Stick, White House,
or
Tutti Frutti Ice Cream
Price_____

HOOSIER SPECIAL

Spring Vegetable Soup
Tender Swiss Steak—Mushroom Gravy
Mashed Potatoes Sweet Pickled Beets
Corn Muffin Butter
Milk, Tea, Coffee
Lemon Flake, Coffee, or
Marshmallow Fudge Ice Cream
Price_____

DENVER LUNCHEON

Cream of Celery Soup
Fresh Vegetable Plate with Broiled
Lamb Chop
Hot Biscuits Butter
Milk, Tea, Coffee
Butterscotch Revel, Chocolate, or
Bing Cherry Ice Cream, or
Mixed Fruit Sundae
Price_____

TOWN MEETIN' LUNCHEON

Cream of Tomato Soup
Bacon or Sausage Cakes
Fried Apples Rutabaga Turnips
Hot Roll Butter
Milk, Tea, Coffee
Coconut, Banana or Maple Ice Cream
Price_____

KENTUCKY LUNCH

Pineapple Juice
Hot Barbecued Pork on Rye Bread
Mustard Chow Chow Potato Chips
Milk, Tea, Coffee
Angel Food Ala Mode
Mint, Lemon, Pineapple Ice Cream
Price_____

OFFICE WORKERS LUNCHEON

Cup Consomme
Boiled Brisket of Beef
Horseradish Sauce
Parsley Potatoes Brussels Sprouts
Milk, Tea, Coffee
Strawberry Ice Cream Pie
White House, Revel or Teaberry Ice Cream
Price_____

DIPLOMA LUNCHEON

Barbecued Breast of Lamb
Mashed Potatoes Creamed Carrots
Whole Wheat Muffin—Butter
Milk, Tea, Coffee
Strawberry Revel, Maple Nut, or
Peanut Brittle Ice Cream
Price_____

BOULEVARD LUNCH

Fruit Cocktail
Breaded Sweetbreads
Asparagus Whipped Potatoes
Hot Biscuits Butter
Milk, Tea, Coffee
Maple Walnut or Caramel Fudge Sundae,
Date & Nut, Egg Nog, or Mint Ice Cream
Price_____

SERVICE CLUB LUNCHEON

Tender Milk Fed Veal Cutlet
(Breaded in Cracker Crumbs)
Rich Tomato Sauce String Beans
Biscuits Butter
Milk, Tea, Coffee
Fruit Salad Sundae, or Pistachio,
Nectar or Pecan Crunch Ice Cream
Price_____

WHARF SPECIAL

Baked Chicken Halibut Au Gratin
Fresh Peas Steamed Rice
Hard Rolls Butter
Milk, Tea, Coffee
Blueberry, Black Raspberry or Vanilla
Ice Cream
Price_____

NAME and PRICE the SELECTIVE MEAL

Hollywood Luncheon

Jellied Fruit Mold, Mayonnaise Dressing
Finger Sandwiches
(Olive Nut, Ham Salad, Pimiento Cheese)
Milk, Tea, Coffee
Chocolate Chip, Butter Toffee, or
Toasted Coconut Ice Cream
Price_____

"Popeye" Luncheon

Fresh Spinach in Cream Sauce
Buttered Carrots Corn Fritters
Sliced Tomato
Milk or Buttermilk
Chocolate or Hot Caramel Sundae,
Raspberry or Strawberry Ice Cream
Price_____

Sherbet Fruit Plate

Half Peach, Half Pear, Slice Pineapple
Cottage Cheese and Lemon Sherbet
Cinnamon Raisin Toast
Cherry Milk Shake
Price_____

Shoppers Luncheon

Creamed Eggs and Asparagus on Toast
Crisp Bacon Mixed Vegetable Salad
Milk, Tea, Coffee
Rolls—Butter
Vanilla, Chocolate or Peach Ice Cream
Price_____

Monday Luncheon

Chicken Shortcake
Buttered Peas and Carrots
Milk, Tea, Coffee, or Hot Chocolate
Black Walnut, Banana, or Rum Custard
Ice Cream
Price_____

Wednesday Luncheon

Swiss Steak, Country Gravy
Baked Idaho Potato Harvard Beets
Milk, Tea, Coffee
Fresh Strawberry or Raspberry Sundae
New York Vanilla, Fruit Cake or
Grapenut Ice Cream
Price_____

Tuesday Luncheon

Little Pig Sausages
Escalloped Corn
Roll—Butter
Milk, Tea, Coffee
Chocolate or Minted Marshallow Sundae
Rum Bisque, Chccolate Royale, or
Nesselrode Ice Cream
Price_____

Thursday Luncheon

Baked Ham Slices
Corn Fritter Candied Yams
Milk, Tea, Coffee
Pineapple, Raspberry or Orange Sherbet,
or
French Vanilla Ice Cream
Pineapple Parfait
Price_____

Lenten Luncheon

Broiled Haddock Filet
Parsley Butter Potatoes
Stewed Tomatoes with Celery
Assorted Hot Rolls—Butter
Hot Chocolate
Apricot, Black Cherry or Wintergreen
Ice Cream
Price_____

Good Neighbor Luncheon

Cheese Broiled Frankfurter
Baked Beans Green Pepper Slaw
Boston Brown Bread Catsup
Milk, Tea, Coffee
Orange Pineapple Ice Cream Soda
or
Orange Pineapple Ice Cream
Price_____

The Game-Time Luncheon

MENU

Cheese Broiled Frankfurter
Baked Beans
Boston Brown Bread
Green Pepper Slaw Catsup
Orange-Pineapple Ice Cream Soda or
Orange-Pineapple Ice Cream

In the center of a dinner plate place two slices of Boston Brown Bread. Cover generously with Baked Beans. Set into beans a Cheese Broiled Frankfurter, prepared according to directions in column 2. On the side of plate, place a portion of Green Pepper Slaw. (See recipe on this page.) On opposite side, a 1-ounce paper ramekin of catsup.

Note—B & M Canned New England Brown Bread was used in this picture—approximately 12 slices or portions in 1 can.

Dessert:

Orange-Pineapple Ice Cream Soda or a dish of Orange-Pineapple Ice Cream.

Cheese Broiled Frankfurter

Split a frankfurter lengthwise, but do not cut it all the way through. Spread a layer of cream cheese in the opening. Wrap a slice of bacon around the frankfurter and then place the filled frankfurter with the bacon under the broiler for 10 to 15 minutes or until the frankfurter and bacon are well cooked.

Green Pepper Slaw

2 cups cabbage chopped fine
1 small green pepper chopped fine
1 tablespoon grated onion
1 teaspoon sugar
½ teaspoon celery seed
¼ teaspoon salt
⅛ teaspoon pepper
3 tablespoons French dressing

Mix all ingredients well together, add French dressing to moisten thoroughly. Chill for an hour or so before using. This quantity will fill 12 paper ramekin cups generously.

Note—Many prefer a sweeter dressing. If this is desired sugar may be added to taste, but in this luncheon it is best to keep it rather tart.

SAVORY PLATTER

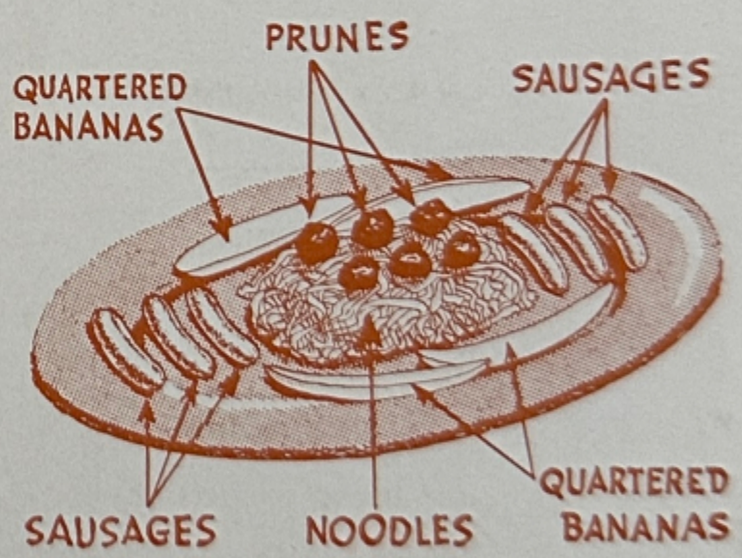
For each single portion, the following is required:

6 Cooked Link Sausages
6 Cooked Prunes
1 Large, fully ripened Banana
1 teaspoon Butter.

Prick the Sausages. Pan fry over moderate heat until done. Drain prunes, and pit, if desired.

Peel and split Banana in four quarters, lengthwise. Arrange as follows on small size sizzling platter:

A generous portion of Noodles through the center, over the top of the Noodles place the 6 pitted prunes, along each side of the prunes, two quarters of the Banana. On each end, three cooked link Sausages. Dot with butter and broil two or three minutes or until faintly browned.



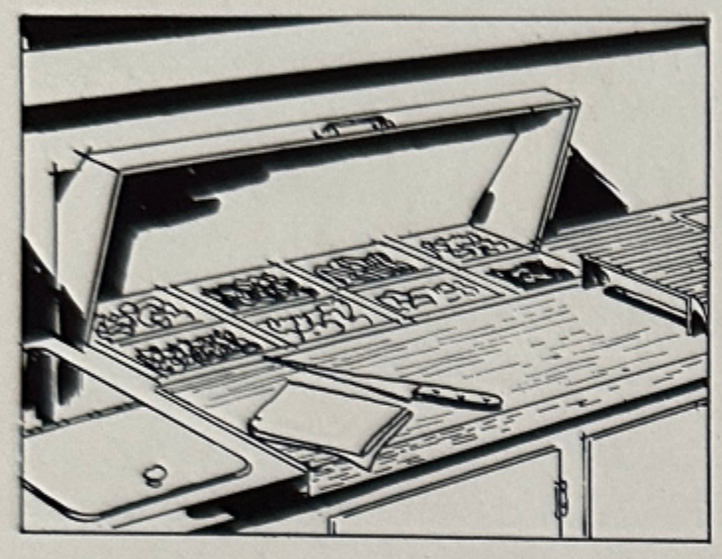
The Grand Stand Luncheon

Toasted "Hot Dog" Sandwich
Mustard Relish
Banana Milk Shake

Toasting the split bun, before inserting a well broiled Frankfurter, really makes 'em holler for more. Point up with a good mustard relish and serve with a Banana Milk Shake.

SANDWICHES

Fresh—Tasty—Attractive



1. Sandwich jars filled and ready for speedy service. Sandwich board is clean—free from crumbs.

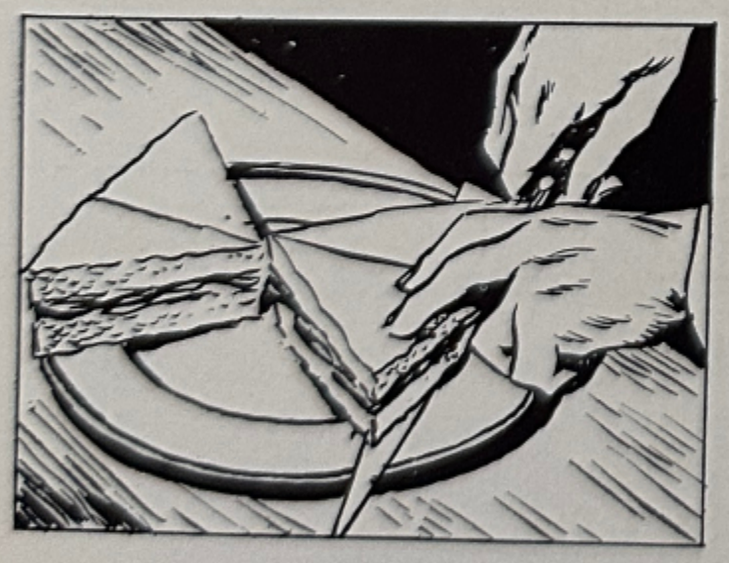
2. After slices of bread are placed side by side spread with butter, or mayonnaise, in accordance with usual practice. Spread on sandwich fiiling, evenly —no bare spots.

3. Place lettuce on in leaves—not in "chunks". If bacon, tomato or other fillers are used, they are also arranged evenly to keep surface as level as possible. Avoid bumps.

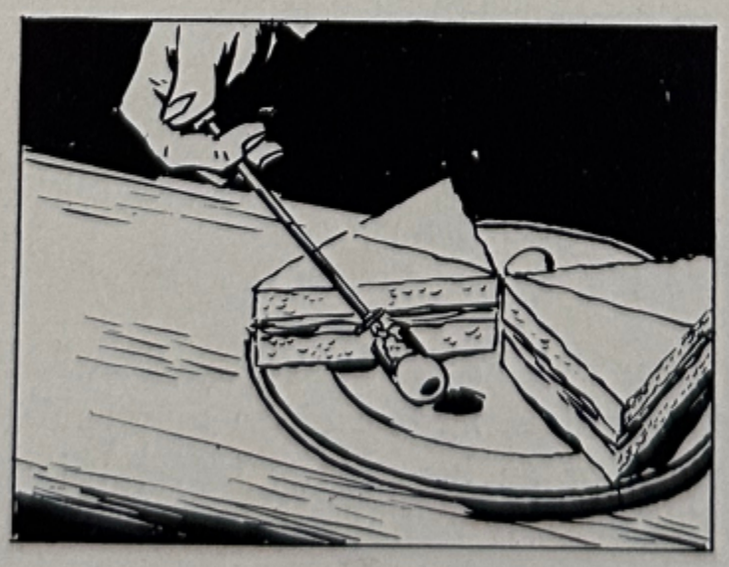
4. Do not cut the crust off, but "shave" it off. Give the sandwich that good, clean-cut appearance. Four sides are trimmed.

5. If sandwich is a "three decker" or a thick "two decker", use toothpicks or skewers, in center of triangular portion to keep sandwich together. Cut on dotted lines.

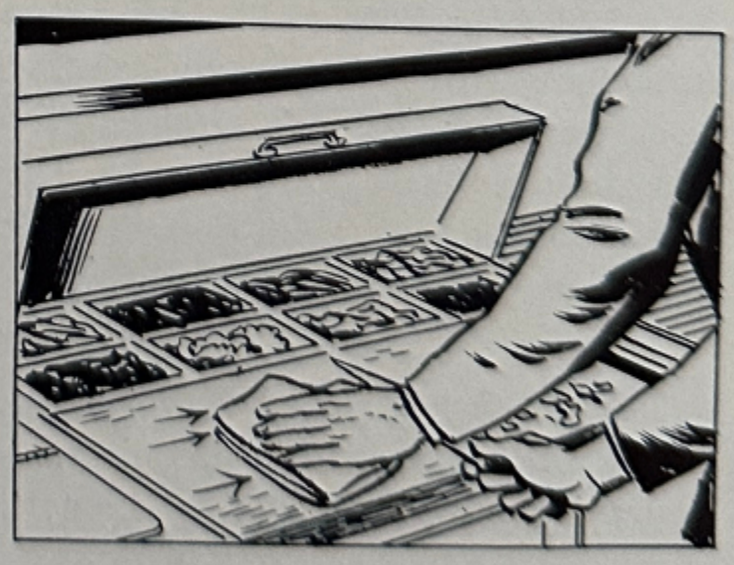
6. Study chart and train fingers to take position as shown. This prevents cutting fingers and holds each quarter of sandwich secure.



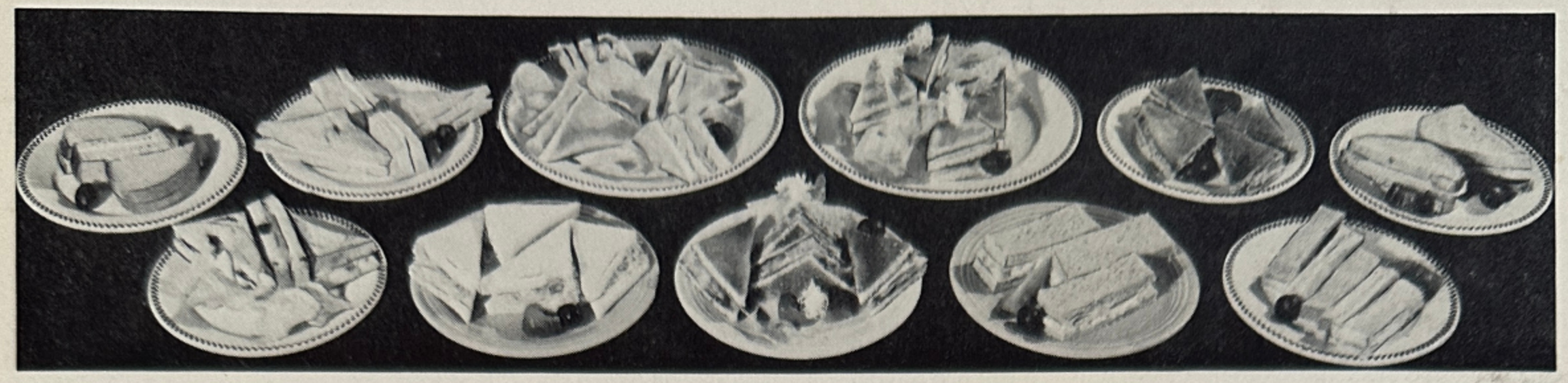
7. Sandwich is picked up with cutting knife and placed on plate. Other half is placed opposite. Clever arrangements can be worked out. Place sandwiches so that filling shows.



8. Garnish, such as potato chips, pickle, olives, relish, slaw, etc., are added at this point.



9. Do not leave sandwich board until trimmings have been discarded and board wiped clean, in readiness for next order. Only back of knife should be used to scrape off trimmings.



SANDWICHES — STYLED FOR SERVICE

Sandwiches get additional eye appeal, by varying cutting design and changing arrangement on the serving plate.

Styled for service, are many popular cuts and arrangements above.

Top Row — Left to Right

First—Rye bread sandwich, cut in *three*, center cut faced upward.

Next—One-inch "finger" cut from the side of the sandwich—then sandwich cut in two, diagonally. "Finger" is cut in half, placed upright between sandwich halves—to show filling.

The Club Sandwich (or Three Decker) is next—arranged on plate with points up—to display filling.

The Club again—this time a different arrangement—with sections held in place by fancy skewers.

Cut-in-four Sandwich is next—with the triangles placed in twos.

Last—the rye bread sandwich—one diagonal cut—(men like it!).

Lower Row — Left to Right

Raisin Nut—cut like the number two neighbor in row above.

The next two—different arrangements with four triangles of a simple sandwich.

Finger Sandwiches—the last two—the first a *three* cut—the second a *five* cut—these are particularly good for service with salads, fruit or cold plate luncheons.

Change cut and arrangement in sandwich serving to add novelty and distinction to your sandwich menu.

GIVE A CHOICE

Sandwiches are the luncheon choice of a big per cent of noon soda fountain customers. They are your opportunity as well for selling more Ice Cream!

A sandwich, an Ice Cream Soda, or cake a la mode.

A sandwich, Ice Cream Milk Drink or Budget Sundae.

Your Choice Flavor of Malted Milk, Choice of Chicken Salad Sandwich, Ham Salad Sandwich, or Tuna Salad Sandwich.

BEST SELLERS

Baked Ham
Hamburger
Corned Beef
Roast Beef
Frankfurter
Sliced Chicken
Cubed Steak
Liverwurst
Roast Pork
Swiss Cheese
American Cheese

Pimiento Cheese
Sardine
Chicken Salad
Salmon Salad
Tuna Salad
Egg Salad
Olive Salad
Cream Cheese and Jelly
Cream Cheese and other variations

COMBINATIONS:

Peanut Butter, Deviled Ham and Chopped Egg
Lettuce, Tomato and Mayonnaise
Bacon, Tomato and Lettuce
Ham and Swiss Cheese
Smithfield Ham and Sliced Chicken
Junior Club
Club

WHICH?

Combinations like these appeal to the hurried noon eater. She likes the idea of something with her sandwich—give her the choice between "something" and "something," both containing Ice Cream. "Which"—the choice—sells merchandise.

KNOW YOUR COSTS!

No business can get along without knowledge of cost of goods which it intends to sell.

The successful operator should also have an accurate knowledge of *ingredient costs* so that when he is making out menus, planning features, filling requests for unusual orders, etc., he has correct information of complete or total costs.

Just as important is a knowledge of the gross profit which each item yields.

If, for any reason, it becomes necessary or seems advisable to change size of portion or price, sales volume may easily be affected.

If volume of sales drop off on high gross profit items, even though the sales volume is maintained or slightly increased on all other items, total gross profit percentage will drop.

The operator who knows gross profit is equipped with knowledge of the items to be featured on his every day merchandising program.

Bookkeeping tells the operator what has happened. Knowledge of unit costs, if he will use it, tells the operator with accuracy, what to expect.

Cost accounting for the luncheonette or fountain operator is not difficult. Common sense will make it work.

For example, in making a sundae—

Determine the cost of the dipper or dippers of Ice Cream to be used (use chart on this page).

Determine the topping costs by dividing the cost of a jar of topping (plus cost of simple syrup, if used) by the number of servings obtained (see tables on following page).

Likewise determine cost of the whipped cream, cherry, etc., then set them down. Total, and you have the entire *ingredient cost* for the sundae or the *unit cost.*

The cost of an Ice Cream soda, banana split, or special service can be computed the same way.

Luncheonette items too, can be broken down in a similar manner.

Unit costs, once figured, need to be changed only if some of the ingredient costs change, or a change is made in any portion of the formula.

After costs are once obtained, a very little attention will keep them up to date.

In figuring ingredient costs, do not include napkins, straws, doilies, cartons, bags, or similar items. These are a part of overhead expense.

COST OF ICE CREAM PER SCOOP *Average Number of Dips to the Gallon [4 Quarts]*	#30 62 to 1 gal.	#24 51 to 1 gal.	#20 42 to 1 gal.	#16 35 to 1 gal.	#12 26 to 1 gal.	#10 24 to 1 gal.	#8 22 to 1 gal.
Price per Gallon .90	.0145	.0176	.0214	.0257	.0346	.0375	.0409
Price per Gallon .95	.0153	.0186	.0226	.0271	.0365	.0396	.0432
Price per Gallon 1.00	.0161	.0196	.0238	.0286	.0385	.0417	.0455
Price per Gallon 1.05	.0169	.0206	.0250	.0300	.0404	.0437	.0477
Price per Gallon 1.10	.0177	.0216	.0262	.0314	.0423	.0458	.0500
Price per Gallon 1.15	.0185	.0225	.0274	.0329	.0442	.0479	.0523
Price per Gallon 1.20	.0194	.0235	.0286	.0343	.0462	.0500	.0545
Price per Gallon 1.25	.0202	.0245	.0298	.0357	.0481	.0521	.0568
Price per Gallon 1.30	.0210	.0255	.0310	.0371	.0500	.0542	.0591
Price per Gallon 1.35	.0218	.0265	.0321	.0386	.0519	.0562	.0614
Price per Gallon 1.40	.0226	.0275	.0333	.0400	.0538	.0582	.0637
Price per Gallon 1.45	.0234	.0285	.0345	.0414	.0558	.0603	.0660
Price per Gallon 1.50	.0242	.0295	.0357	.0429	.0577	.0624	.0682

For using in Canada with the Imperial Gallon (5 quarts) average yield per gallon with the various sized scoops, should be increased proportionately.

AVERAGE TOPPING AND GARNISH COSTS

1½ OZ. CHOCOLATE SYRUP .015

1½ OZ. CHOCOLATE TOPPING .024

CARBONATED WATER, SODA SERVICE .003

MALTED MILK per serving ½ OZ: .0075

1½ OZ. MARSHMALLOW .0045
1½ OZ. BUTTERSCOTCH or CARAMEL .017

GARNISH .003 to .008

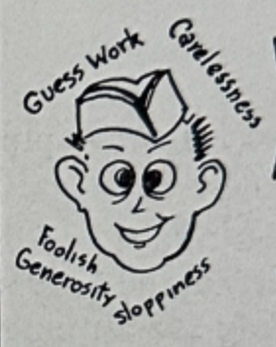
WHIPPED CREAM .003

1½ OZ. NUTS IN SYRUP .0276

½ OZ. DRY NUT PIECES .015

SYRUPS
¾ OZ.-.0055
1 OZ.-.0073
1½ OZ.-.0110

DOILY .002 to .005



WASTE ALLOWANCE .003

COSTS PER SERVING CRUSHED FRUITS

Cost per dozen No. 10 tins	15.00	17.00	19.00	21.00	23.00	25.00	27.00	29.00	31.00	33.00
Cost per No. 10 tin (3 quarts) before cutting with simple syrup (1/12 of the dozen price)	1.25	1.42	1.58	1.75	1.92	2.08	2.25	2.42	2.58	2.75
Cost of 1½ gallons of simple syrup for 2 to 1 dilution, (sugar at 5c lb., 1 gallon of simple syrup costs 30c)	.45	.45	.45	.45	.45	.45	.45	.45	.45	.45
1 No. 10 tin of fruit (3 quarts) plus 1½ gallons simple syrup makes 2¼ gallons ready-for-use fruit at a total cost of	1.70	1.87	2.03	2.20	2.37	2.53	2.70	2.87	3.03	3.20
Or a per gallon cost of	.7556	.8311	.9022	.9778	1.0533	1.1244	1.20	1.2756	1.3467	1.4222
Now figure your cost per serving:										
1½ ounces or 1/86 gallon of fruit costing	.0089	.0097	.0106	.0115	.0123	.0132	.0141	.0149	.0158	.0167

COSTS PER SERVING CONCENTRATED SYRUPS

Concentrated Syrup costs per gallon	2.00	2.20	2.40	2.60	2.80	3.00	3.20	3.40
Cost of 3 gallons of simple syrup using 6 lbs. sugar at 5c lb. for each gallon of simple syrup	.90	.90	.90	.90	.90	.90	.90	.90
Add the 3 gallons of simple syrup to the gallon of concentrated syrup—giving you 4 gallons of ready-for-use syrup at total cost of	2.90	3.10	3.30	3.50	3.70	3.90	4.10	4.30
Or a per gallon cost of ready-for-use syrup of	.725	.775	.825	.875	.925	.975	1.025	1.075
Cost per serving:								
1 oz.	.0057	.0060	.0065	.0069	.0073	.0076	.0080	.0084
1½ oz.	.0086	.0090	.0098	.0104	.0110	.0114	.0120	.0126
2 oz.	.0113	.0121	.0129	.0137	.0145	.0152	.0160	.0168

PLUG THE LEAKS!

ARE THE THIEVES between kitchen and customer keeping you from getting a satisfactory profit for the food portions you serve? The little leaks between buying and selling may be dripping away your chance for a good net. Are you sure those leaks are plugged in your organization?

For instance, you figure out on paper what your Ice Cream costs you—how much you are paying for toppings, decorations, etc.—but are you checking actual servings of Ice Cream items to see that each and every one is returning its proper gross so that consistent cost and profit are maintained?

Gross profit is the amount you have left after deducting cost of merchandise from sales. Is the actual gross your Ice Cream department returns in line with anticipated or figured gross?

Here are some "leaks" to watch!

1. Dipping

Proper dipping of Ice Cream is of vital importance in the maintenance of satisfactory gross. Every employee who will be doing actual Ice Cream dipping should be thoroughly trained in correct dipping procedure—and checked often enough to be sure that he is following orders *every time* he dips Ice Cream. Your Ice Cream in the can is a "frozen asset"—correctly dipped it yields a fine gross—but incorrectly dipped by untrained and uncaring employees, profits can easily vanish.

There is a correct technique for profitable Ice Cream dipping. It is charted for you elsewhere in this book. Train your Ice Cream department operators in this important phase of Ice Cream merchandising. Results will justify the time it involves.

2. Correct Use of Toppings

When you buy prepared toppings—as most Ice Cream departments do—what do you expect from them? Most toppings are so concentrated as to give best results if diluted two to one, that is two parts simple syrup to one part prepared toppings. If you are only mixing fifty-fifty—that is equal parts simple syrup and prepared toppings—you reduce possible gross one gallon out of every three or a 33 1/3% loss. That's a real leak! And most toppings blend better with Ice Cream in the two to one dilution.

3. Measure Your Toppings

You've heard the old definition of continual inefficiency in management—"throw out more with a spoon than you can bring in with a shovel"—might have been written about service of toppings. If your ladles are incorrectly measured, so that every topping service is up to ½ ounce over that which you figured to use in making the service, a lot of good gross trickles away on that ladle, doesn't it?

For instance, using a 2-ounce ladle for measuring a 1½-ounce portion results in up to a 33 1/3% over service—a loss of one whole topping portion for *every third sundae* of that flavor.

Check your ladles—check the way they're being used—use the proper size for the portion you wish to serve.

Standardize Portions

Accurate portioning of cuts of pie, cake, bread—each is a "leak plugger" in food service; so too, is accurate portioning of Ice Cream, syrups, etc. They are easily controlled and should be part of the routine management in any luncheonette or food service.

It's essential for maintaining accurate costs, to portion sandwich fillings, sauces, nut toppings, etc. Why do so many restaurants and hotels use small individual paper services for pickles, jellies, mayonnaise, relishes, etc.? Because in the hurry of food serving such preparation forestalls over or uneven service and at the same time, of course, speeds filling of orders. It is their form of measurement of these food items; and it results in serving a standard portion at a cost which can be predetermind because it is controlled.

Pumps and dippers, as well as ladles in the Ice Cream department, may in the same way be checked to be certain that they are measuring Ice Cream and syrups which go into fountain items.

The pumps at the soda fountain can be set to draw correct amounts for various drinks. If they are not working correctly this measure is "off," perhaps to your disadvantage.

Ice Cream dippers are made in various sizes. Most common sizes are No. 10 to No. 30. The dispenser should know the size correct for the particular dish he is making, and use that dipper to avoid either over or under portioning.

Has your personnel been trained and instructed to "follow the rules" so that your leaks are plugged and your sales are resulting in a satisfactory gross?

SODA FOUNTAIN CONTROL

The soda fountain department is a very profitable department when properly controlled. The old saying that knowledge is power is particularly true in the management of any business. A manager of a manufacturing plant, a wholesale house, a retail store, or any department in any of them, must have the facts that relate to profits and losses if he is to get the largest legitimate profit from his operations.

There have been numerous methods of fountain control published by various organizations. The Ice Cream Merchandising Institute realized this and felt that it wanted to give to its members and to their dealers the very best possible method of easily effected control. The Institute realized that the method of control must be complete and yet it must be simple rather than cumbersome. The Institute took its problem to the Statistical and Accounting Bureau of the International Association of Ice Cream Manufacturers, which is jointly supported by the International Association of Ice Cream Manufacturers and the Dairy Industries Supply Association. The Statistical and Accounting Bureau collected the various methods of fountain control that it could obtain, edited them and revised them, and gives herewith the best features of each method. When this method of inventory and fountain control is followed, together with the instructions printed herewith, the fountain operator will be able to know how much his fountain is making for him. Every one of the amounts you will obtain from keeping this method of control is significant, and after you have obtained the record for a few months you will find that you are gradually developing a history of operation which will be invaluable to you in determining future policies in the operation of your fountain.

The Fountain Inventory

If a mistake of $1.00 is made in the inventory, a mistake of $1.00 will be made in computing the profit for the fountain. In other words, the profit which you determine the fountain has made is just exactly as reliable as is the inventory you take to help in determining that profit.

The Soda Fountain Inventory Sheet, which is submitted herewith, has been chosen because it sets forth the essential items, but does not go into more detail than is necessary. It is not necessary, for the purposes of computing a profit, to list each can of flavor separately. It is advisable, however, to list the number of cans of flavor which cost the same price per can, and then multiply this unit cost per can by the total number of cans, to obtain the total value of the inventory.

Inventories should always be figured at cost, never at selling price. The customary phrase which is used for describing the values of inventories in income tax reports is "cost or market, whichever is lower." This simply means that your inventory is figured at cost unless for some reason or other the actual market value of the inventory has dropped below what you paid for the items in question. It is always easy to determine the cost of the items on the inventory. The invoices which you receive from the people from whom you buy will have this amount on them.

There are a number of blank lines on the inventory record. These can be used for listing items which are not already listed on this record.

Fountain Control Record

One person should be made responsible for keeping this record, and this responsibility should include the details of seeing that all information is obtained that is required on the record.

Your cash receipts at the fountain must of course be kept separate from the receipts from other departments in your store if you are to obtain the amount of profit your fountain produces. If the store practice is to ring up on a cash register one amount representing a sale of several products, all of which are not from the same department, a ticket or notation of some kind can be put in the fountain cash register so that the total of the day's sales at the fountain register can be corrected to reflect the actual total fountain sales. It is important that this record be kept up each day. It will only take a few moments to enter each day's record as the transactions occur, and a delay very often means that some important items will not be included.

Daily Sales

In this column is entered the total of the fountain daily sales as obtained or corrected from your cash register. It is important that this amount is accurate. In future years the information you collect in this column will be valuable to compare with the sales in those years.

Material Costs

In the columns provided for the materials should be entered the amount of ice cream purchased, syrup purchased, fluid milk, and merchandise purchased, luncheon supplies, ice, dry ice, or gas purchased. The amount should be entered when the material and the invoice are received. You should not wait until the bill is paid, if it is not paid for some time after the invoice is received. You are interested in obtaining accurate profit figures, and they can only be obtained by collecting your data in the manner described. The column for total purchases should include an amount equal to all of the other columns under the general heading "Material Costs".

Expenses Incurred at the Fountain

In this section are included columns for wages, laundry, repairs, and miscellaneous expense. In the miscellaneous expense column should be included such items as straws, napkins, glassware, paper cups, advertising, and any other charges paid at the fountain which are not material costs. A third section, "Partly Assigned Expense" has been included. In it are columns for supervisory and part-time wages, electricity, gas, water, bad debts, rent, and depreciation, in addition to the total column. The wages of the owner or manager, which will be the cost of the time he spends in supervision of the fountain, should be entered in this column, as well as an amount which represents the time which is spent at the fountain by someone not regularly employed at the fountain.

If you have separate meters for electricity, gas, or water used at the fountain, the amounts for these costs are easily determined. If you do not have separate meters, your local electric and gas companies will usually be very glad to help you determine the proportion

THE ICE CREAM MERCHANDISING INSTITUTE FOUNTAIN CONTROL RECORD

Fountain Operating Record Month of ..... Posted by .....

DATE	Day of Week	DAILY SALES	MATERIAL COST: ICE CREAM	MATERIAL COST: SYRUPS	MATERIAL COST: Fruit-Milk Merchandise	MATERIAL COST: LUNCH SUPPLIES	MATERIAL COST: ICE GAS	MATERIAL COST: TOTAL PURCHASES	EXPENSE INCURRED AT THE FOUNTAIN: WAGES	EXPENSE INCURRED AT THE FOUNTAIN: LAUNDRY	EXPENSE INCURRED AT THE FOUNTAIN: REPAIRS	EXPENSE INCURRED AT THE FOUNTAIN: * MISC.	EXPENSE INCURRED AT THE FOUNTAIN: TOTAL EXPENSE	PARTLY ASSIGNED EXPENSE: Supervisory & Part time Wages	PARTLY ASSIGNED EXPENSE: Electricity Gas-Water	PARTLY ASSIGNED EXPENSE: Bad Debts-Rent Depreciation	PARTLY ASSIGNED EXPENSE: TOTAL EXPENSE
1																	
2																	
3																	
4																	
5																	
6																	
7																	
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28																	
29																	
30																	
31																	
MONTHLY TOTALS																	

GROSS PROFIT STATEMENT %

SALES FOR MONTH..... _____ 100%

Last Mo. Inventory.. _____
This Mo. Purchases (add)..... _____ _____
TOTAL..... _____
This Mo. Inventory.. (sub)..... _____
TOTAL MDSE. COST..... _____ _____ (Sub)
GROSS PROFIT THIS MONTH _____ _____

OPERATING PROFIT STATEMENT %

GROSS PROFIT..... _____
Expense Incurred at the Fountain..... _____ _____
Partly Assigned Expense..... _____ _____
TOTAL OPR. EXP. _____ (Sub) _____
OPER. PROFIT THIS MO..... _____ _____

NET PROFIT STATEMENT %

OPERATING PROFIT..... _____ _____
Less General Overhead... _____ _____ (Sub)
TOTAL NET PROFIT THIS MONTH..... _____ _____

of the total store bill which should be charged against the fountain.

Bad debts of course simply represent amounts which have been charged for fountain items sold, but which it has been impossible to collect.

Your fountain and fountain equipment represent an investment which has been paid for, but which will last you a number of years. Of course you bought this equipment only because you thought it would return you a profit. In order to have it return you a profit you must get its cost into the cost of operating a fountain. 10% is the usual amount of depreciation taken for this type of equipment. Taking 10% depreciation really means that you are estimating that your equipment will last ten years. In order to get your monthly depreciation charge simply divide the total cost of all your equipment by 120, since there are 120 months in 10 years. The result will give you the monthly depreciation charge to be entered in that column.

The fountain occupies space in the store, and if you are paying rent for the store the fountain should return its fair proportion of the rent. The proper way to do this is to determine the amount of floor space occupied by the fountain, stools, tables, etc. and then determine the proportion or percentage of the total floor space of the store that is occupied by the fountain. This proportion or amount of the total rent paid should be charged against the fountain. Should you own your own store and not pay rent, you have other charges in lieu of rent. These are building depreciation, taxes, insurance, etc. Their total for the store should be obtained and charged to the fountain on the basis of the proportion of the total floor space of the store occupied by the fountain, exactly as described above for rent.

Gross Profits Statement

In this statement is entered the total sales for the month obtained from the Fountain Control Record daily sales column. The total of

the inventory at the end of the preceding month and the total of the purchases from the total purchase column in the Fountain Control Record are entered and added. From that total is deducted the amount of the inventory at the end of the month for which the profit is being obtained. This result is then deducted from the sales, and the gross profit for the month is the result.

Operating Profits Statement

In the Operating Profits Statement the gross profit for the month is brought down from the Gross Profits Statement. From the total column in the expense incurred at the fountain section of the Fountain Control Record is obtained the total expense incurred at the fountain entered on this statement. From the total column in the partly assigned expense section is obtained the total of the partly assigned expense entered in this section. The total of these two expenses is obtained and deducted from the gross profit for the month. The result is the operating profit for the month.

There are certain other expenses which are for the store as a whole and which have not been charged against the fountain. These include such items as general advertising, delivery, if any, office expenses, general insurance, interest, etc. Ordinarily the total of all of these items is small and only a fair proportion of their total should be charged against the fountain on the Net Profit Statement. Such items as the tax for Federal Old Age Pensions can be computed exactly and this amount charged in the general overhead charge. Deducting the fountain's share of the total of these expenses from the operating profit gives the total net profit for the month.

SODA FOUNTAIN INVENTORY

Month of..... Date Taken..... Taken By.....

		Quantity	UNIT	Average Cost per Unit	TOTAL COST
LUNCHEONETTE					
BREAD					
BUTTER					
ASSORTED CHEESE					
SALADS					
MEATS					
PASTRY					
TOMATOES					
PICKLES					
RELISH					
MAYONNAISE					
OLIVES					
LETTUCE					
COFFEE					
TEA					
CHOCOLATE POWDER					
CANNED GOODS					
MILK	Bulk				
	Bottled				
WHIPPING CREAM					
CONDENSED MILK					
MALTED MILK					
BUTTERMILK					
FRUITS					
ORANGES					
LIMES					
LEMONS					
MISC. FRUITS					
CRUSHED FRUITS					
MISCELLANEOUS					
NUTS	Asstd.				
CONES					
SUGAR					
EGGS					
CARBONIC GAS					
SEALRITES	Qts.				
	Pints				
ICE					
ICE CREAM	Bulk				
	Package				
Creamsicles, Popsicles, etc.					
SYRUPS					
SIMPLE SYRUP					
FLAVORED SYRUPS					
COCO COLA					
CHOCOLATE SYRUP					
SYRUP EXTRACTS					
CONDENSED CHOCOLATE					
BOTTLED DRINKS					
BOTTLED SODA					
GINGER ALE	Qts.				
	Pints				
	Splits				
GRAPE JUICE	Qts.				
	Pints				
	Splits				
CEREAL BEVERAGES					
MINERAL WATER					
TOTAL					